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MONEY!***

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TRANSFORM
YOUR RUPEES
INTO RICHES

PLUS!

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Decoded*

Art of the beard
Lana Del Ray
Ashish N Soni



INDIA VOLUME 10 ISSUE 3



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A woman with long brown hair, wearing a black leather motorcycle suit and boots, is sitting on a black Honda VT1300CX motorcycle. She is looking off to the side with a slight smile. The motorcycle is parked on a paved surface with trees and foliage in the background. The lighting is bright, suggesting a sunny day. The Honda logo is visible on the side of the motorcycle.

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original – a chopper
that's visually daring
and great fun to ride;
yet with the same
functionality, quality
and reliability you
would expect from
any Honda.



UNLEASH THE FURY

To make the Fury (model ID VT 1300CX), the idea was simple: creating a bike that never blends in and one that works as good as it looks. The Fury boasts clean, crisp lines that will draw all glances to it.

CONTENTS

MARCH 2015

Features

70

Amy Jackson

There's something special about this Brit-born, Indian-at-heart beauty.

78

YOUR 2015 MONEY PLAN

Exactly what you need to do with all that saved up cash.

84

THE FACE OF FUNNY

Could Louis CK be the funniest man on the planet?

90

LANA DEL REY

The enigmatic rock diva achieved stardom her own way, and she's not about to start apologising now.

96

FASHION HANDBOOK

Industry experts weigh in on your frequently asked style questions.

100

"ITEM" GIRLS AND INDIAN CINEMA

Maxim goes on an exploratory journey to understand the evolution of this phenomenon.

106

THE SUIT GAMES

Classic suit styles by eight right-now designers.

120

PURAB KOHLI

The charming actor is laughing his way to the afterlife.



THIS PAGE

Sheer cover-up by Nishka Lulla (p.o.r.); Nostalgic push-up brassiere ₹3,435 and Nostalgic string knickers ₹1,300, both by Jolidon; bracelets by Cartier (p.o.r.)

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CONTENTS



MAXIM
FABULOUS
FASHION

NEW SEASON

The cuts, contrasts and colours to covet.

pg. 106



ROAD MONSTER

The buzzword in cruiser rides.

pg. 66

HAPPY HOUR

Natasha Suri's brand new look has us floored.

pg. 18



Arena

10

RACING STALLION

The McLaren 650S Le Mans takes us back to the speedy '90s.

14

GREAT GRILLING

A dude-friendly, ICC Cricket World Cup-worthy recipe.

15

BOTTOMS UP

Learn how to make the perfect Whisky Sour.

16

MICHAEL JORDAN

How No. 23 became the first pro athlete to earn a billion dollars.

18

NATASHA SURI

We caught up with the gorgeous TV star over a glass of sauvignon blanc (they ran out of beer).

20

STASH

Maxim's vintage stuff gets a makeover.

Modus

22

THE SPRING STYLE EDIT

Sharp pieces handpicked for an instant wardrobe upgrade.

36

ASHISH N SONI

The pioneer style guru shares his secrets, tips and influences.

40

SMOOTH OPERATORS

Quality skin plumpers to keep you flake-free all season.

42

BEARD DIARIES

Six cool guys and six lust-worthy beards.

48

BACK TO BASICS

A visual shoe dictionary, if you please.

Agenda

50

CANDICE PATTON

The sizzling star of *The Flash* rips on Romo.

52

THE SEX GURU

Madhuri Banerjee tells you how long good sex really takes.

54

FESTIVAL INC.

A look at the most talked-about films from the Sundance Film Festival.

56

LIVES AND TIMES

2014-15's must-read A-list autobiographies.

58

DOMINATE THE COURT

Three superior tennis shots courtesy of legendary coach Nick Bollettieri.

60

NINDY KAUR

The singing sensation behind musical group RDB that found instant success in Indian films talks to *Maxim*.

Emporium

64

OBJECTS OF DESIRE

The very best watches from the Salon International de la Haute Horlogerie.

66

HEART OF FIRE

The Harley Softail Slim as modified by Rough Crafts—a grimy gold version like no other

68

HEADGAMES

A freakishly smart motorcycle helmet engineered to keep your eyes on the road.

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ARENA

A MAN'S WORLD

THE GRAND DADDY OF VINTAGE RACING

Dressing like your dad is cool if your dad won Le Mans.

by BEN KEESHIN



VINTAGE SWAG

The 2015 McLaren
650S Le Mans in the
F1-winning Sarthe
Grey colour

INSIDE

WHISKING UP A **WHISKY SOUR**
INSIDE THE WORLD OF **MICHAEL JORDAN**
A DRINK WITH **NATASHA SURI**





This is no retro hack-job. The 650S Le Mans is a wicked blend of some awesome F1-racer elements and McLaren's latest technology.

In 1995, McLaren sold one car, the F1, a 320-kmph, million-dollar juggernaut. That year, the team founded by legendary racer Bruce McLaren brought five specially prepared F1 GTRs to Le Mans and swept the race, finishing 1st, 3rd, 4th, 5th, and, uncharacteristically, 13th.

To commemorate that awesome victory, and to show some appreciation for the brand die-hards who can pick out every special detail of those GTRs, tip to tail, McLaren is now releasing the 650S Le Mans, a version of their mid-level sports car dressed up like its famous grandfather. The roof-mounted "snorkel" air-intake and gunmetal grey lightweight wheels are pulled right off the racecars, and help the already fast (0-60 in 3 seconds, flat) 650S become just a little sharper. Modified wings and louvers add downforce (and racetrack style) and the Sarthe Grey exterior colour is an approximation of the shade of the winning F1 GTR. Orange carbon ceramic callipers brighten things up and slow them way, way down. The design of the 650S Le Mans was aided by no less than Peter Stevens, who penned the F1, so you can be sure that this is no retro hack-job. Rather, the 650S Le Mans is a wicked blend of some awesome F1-racer elements and McLaren's latest technology. If you want one, act GTR-fast: only 50 will be made. [₹1.5 crore, at your probably-not-local McLaren showroom.]

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CHICKEN SKEWERS

... Or in English, a spicy Spanish appetiser usually served with a shoot of *orujo*, pomace brandy. Sign us up!

by VINAY SEHGAL

BARBEQUE SEASON IS UPON us and there's no better way to kick it off than whipping up a delicious Asian-style chicken skewer meal, followed by a couple of cool beers.

GATHER YOUR INGREDIENTS:

Marinade: 20 gm basil, 10 gm fresh coriander, 5 gm parsley, 2 gm elephant garlic, 5 gm lemongrass, 2 ml lemon juice, 3 gm salt, and 2 gm black pepper.
Chicken: 200 gm boneless chicken thighs cut into cubes, olive oil for basting, 4 satay sticks and micro herbs to garnish.

PREPARE THE MARINADE:

Combine basil, coriander, parsley, garlic, and lemongrass in a food processor to make a paste. Now add lemon juice, salt and black pepper to taste. Lastly, add the chicken and coat it generously with the marinade. Let it rest in the refrigerator for two hours.

COOK THE CHICKEN:

Remove the excess marinade from the chicken and thread onto the satay stick. Cook the skewers on a heavy bottom pan, turning frequently until nicely browned on all sides and the chicken is no longer pink in the centre. Check with a fork. Garnish with fresh greens.

Sehgal is the chef at Dramz, New Delhi



BE A SOUR PUSS

...Of the bourbon kind.
It's time to get your whisky on.

A warm Sunday afternoon calls for a couple of rounds of the classic cocktail—Whisky Sour. In our defence, there's fresh fruit in there too!

The mixologists at The Bar Stock Exchange in Mumbai like their drinks as close to the original recipe and as strong as possible with a slight citrusy twist. We follow suit because they just taste so damn good.

HOW TO WHIP UP A CLASSIC WHISKY SOUR

In a cocktail shaker:

- Add 45 ml bourbon, 20 ml fresh lime, 1 egg white, 15 ml sugar syrup. ice and shake.

In an ice-filled old fashioned glass:

- Strain ingredients of shaker.
- Garnish with sliced lime or freshly sliced orange.



BILLION-AIRE JORDAN

Number 23 is the only pro athlete to achieve a net worth followed by nine zeros. Here's a look at some of M.J.'s other notable numbers.



NUMBER OF GAMES
IN WHICH JORDAN DID NOT
SCORE IN DOUBLE DIGITS,
OF 1,251 GAMES HE PLAYED.



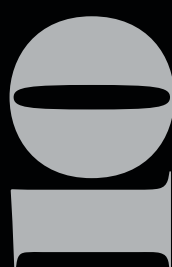
FIFTY-PLUS-POINTS GAMES
IN JORDAN'S CAREER.

39

**POINTS SCORED IN A
PLAYOFF GAME** DURING
THE BULLS' 1986 SERIES
AGAINST THE BOSTON
CELTICS. (THE RECORD IS
STILL UNBROKEN.)

63

**NUMBER OF SCORING
TITLES WON BY JORDAN.**
KOBE BRYANT, DWYANE
WADE, LEBRON JAMES,
CARMELO ANTHONY, AND
KEVIN DURANT COMBINED
HAVE WON ONLY NINE.



HOLES THE GOLFING
NUT SUPPOSEDLY
AVERAGES IN ONE DAY.



\$1 BILLION
NET WORTH AS CALCULATED BY FORBES.

\$90 MILLION
ESTIMATED AMOUNT M.J. MADE IN 2013—A DECADE
AFTER HIS (FINAL) RETIREMENT. (ONLY FLOYD
MAYWEATHER JR. MADE MORE, WITH \$105 MILLION.)

SONGS THAT REFERENCED JORDAN
LAST YEAR.



FINE FOR WEARING AIR JORDANS DURING HIS ROOKIE YEAR.
THE SHOES VIOLATED LEAGUE PROTOCOL BECAUSE THE
RED-AND-BLACK DESIGN DIDN'T FEATURE ANY WHITE.



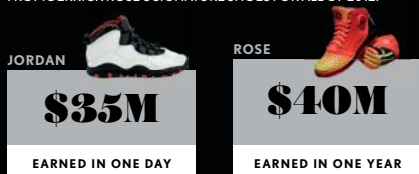
**NUMBER OF
ALL-DEFENSIVE
FIRST TEAMS**
JORDAN APPEARED
ON. (LEBRON HAS
FIVE SO FAR.)



**JORDAN'S
RETAIL SALES
LAST YEAR,**
COMPARED
WITH LEBRON
JAMES' AND
KEVIN DURANT'S.



FIRST-DAY SALES FOR 2014'S AIR JORDAN 10 "POWDER BLUE"
RETRO SNEAKS. PERSPECTIVE ALERT: ADIDAS MADE \$40 MILLION
FROM DERRICK ROSE'S SIGNATURE SHOES FOR ALL OF 2012.



NUMBER M.J. WORE FOR ONE GAME
IN 1990, WHEN SOMEONE STOLE HIS UNIFORM.



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C.C. SABATHIA, AND
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A DRINK WITH NATASHA SURI

This dusky beauty has held our undivided attention for almost a decade as a model, master of ceremonies, and TV host. Right now she's busy walking runways across the country.

by MEHER BAJWA

BRONZED GODDESS NATASHA

Suri usually likes to kick back and chill with a zingy mojito, extra lime. And if she had to design her own drink, it would be something with rocksalt, mint leaves, kokum juice, and heavy on the ice. We shook things up and got her to try a glass of tangy sauvignon blanc because, well, we're suckers for experiments. Update: It was a dynamite success. When she's not hosting live events or walking the ramp, the former Miss India World can be found chilling with her friends at haunts popular for great music in Mumbai, but not before having dinner with the family first. The 30-something TV addict and self-confessed lazy girl likes a man who pays attention to her preferences and moods, and takes her out for "great conversation over a scrumptious meal, followed by a laughter-filled drive." Of course, her seven-year-old pug, Don, must pre-approve all dates.

STYLING: MANEKA HARISINGHANI; HAIR & MAKE-UP: TARRYN (TOABH MANAGEMENT); POWDER PINK CUT-OUT DRESS BY HEMA KAUL; CHAIR: WEAVE CRYSTAL EARRINGS BY MRINALINI CHANDRA FOR MINERALI; BEATEN GOLD CUFF BY RENU OBEROI FOR MAHESH NOTANDASS; LEATHER CUFFS BY RARA AVIS; YODEEP GOLD PEEP-TOES BY TRESMODE; SHOT ON LOCATION AT THE BAR STOCK EXCHANGE, MUMBAI

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THE FUNNYMAN

ABHIJIT GANGULY

You know you're getting old if while drinking, staying hydrated is one of the first things on your mind

It's ironic how "Let's not panic!" is one of the most panic-inducing statements.

Every corporate guy who has ever put down performance goals should really not make fun of election manifestos or false campaign promises.

Here's a brilliant idea—a couple disallowed by the *khap* panchayat should have been allowed to roam around together on V-Day. Then the Hindu Mahasabha would try to forcibly get them married while the *khap* wouldn't let them, resulting in a fight between the two noble organisations. Basically ensuring both parties kill each other and India becomes a better place! #mindblown

The biggest contribution of mobile phones to our lives is giving us something to play with during awkward situations when surrounded by strangers. #friendswedding

Overheard in South Delhi a day before the elections. "Driver, *gaadi nikalo*. Manicure *karwana hai*. *Kal ungli ki selfie jo Facebook pe daalni hai*."

AUTOPORN

An Aristocrat's Wrangler

THE ALL-NEW MERCEDES GELANDEWAGEN—THE G500 4X42 PACKS MUCH OF ITS PREDECESSOR, THE 6X6'S HARDWARE WITHOUT THOSE EXTRA WHEELS.

When Mercedes released the G63 AMG 6x6 enthusiasts were aghast and delighted. The G63 6x6 sold out its entire run. One might be tempted to think the company's new

four-wheeled version of a six-wheeled G-wagon is just a G-wagon, but wait: the 4x4² (the 64?) keeps the sixer's increased ride height, black fender flares, knobby tyres and long-travel portal axles, though, strangely, not its twin-turbocharged V8. By the looks of things, the 4x4² is meant to retain the 6x6's insane off-road abilities while being a mite more maneuverable, and wearing a much, much brighter suit. (Note to Mercedes: keep that colour!)

—Ben Keeshin



BEAT THIS CAPTION

"Does my butt look big in this? How about when I'm running away?"



What? Players during a game of the Lingerie Football League (LFL) with 10 teams competing in full-contact American football, with players dressed in sports bras and short shorts.

PIT YOUR WITS Send your caption to maxim@emmindia.com with **Beat This Caption {Month}** in the subject line. The first reader to beat us gets a one-year subscription to *Maxim*.



FEBRUARY 2015 WINNER

"I say double or neigh-thing on 21."

KULDIP R.
Ludhiana

What are the strangest tradition/superstitions followed by famous cricketers on match day?

WITH THE ICC CRICKET WORLD CUP UPON US, THERE'S A LOT OF SPOOKY MASCOT STUFF BEING DONE COURTESY OF PLAYERS AND FANS AROUND THE WORLD. HERE'S A LIST OF INTERESTING THINGS FORMER AND CURRENT PLAYERS IN THE INDIAN CONTINGENT INDULGE IN.

SACHIN TENDULKAR

Tendulkar would always put on his left leg pad before his right one as he believed it would bring him luck—looks like it worked!

VIRAT KOHLI

The young star once believed in this stuff. He would wear the same pair of gloves that he had worn when he had first started scoring well. Apparently, he's changed gloves now as comfort became a more important factor for him.

VIRENDER SEHWAG

Starting off with number 44 on his jersey and not performing too well, Sehwag consulted numerologists and decided to wear a numberless jersey from then on. He played his best thereafter!

ZAHEER KHAN

The left-handed paceman always carried a yellow handkerchief during crucial matches as he considered it lucky. Guess his successful career is courtesy of that 'kerchief.



R. ASHWIN

The bowler carried a bag with him throughout all the matches of the 2011 World Cup. He believed it was not just lucky for him but for the entire team. India did end up winning that trophy even though Ashwin only played two matches.

ANIL KUMBLE

This one is for the books! Anil Kumble equalled the world record of taking all 10 wickets in an innings against Pakistan. Here's the kicker: Every time he handed over his cap and sweater to Sachin Tendulkar and then went to bowl, he picked up a wicket. That can't just be chance, eh?



YUVRAJ SINGH & MAHENDRA SINGH DHONI

These two are very superstitious when it comes to their lucky numbers. Singh wears a number 12 jersey because he was born on the 12th of December, and Dhoni wears a number 7 jersey because he was born on the 7th of July.

RAHUL DRAVID

The super technical batsman, dubbed The Wall also had his logic. Before a match, he always wore his right thigh pad first and would refuse to try out a new bat right before a series.

FORM IV (See Rule 8)

Statement of ownership and other details of the Magazine:

1. Place of Publication	: Delhi	6. Names and addresses of individuals who own the magazine and partners or shareholders holding more than one per cent of the total capital:	
2. Periodicity	: Monthly		
3. Printer	: Xavier Colaco		
Nationality	: Portuguese	Shareholders	M/s Hubert Burda Media India Private Limited
Address	: 803, Angels Paradise, J.B. Mata Road, Amboli, Andheri West, Mumbai-400 058		B1 LGF Geetanjali Enclave, New Delhi-110017
4. Publisher's name	: Xavier Colaco		
Nationality	: Portuguese		
Address	: 803, Angels Paradise, J.B. Mata Road, Amboli, Andheri West, Mumbai-400 058		
5. Editor's Name	: Vivek Pareek		
Nationality	: Indian		
Address	: 323, Phase IV, Udyog Vihar, Gurgaon, Haryana-122016		
		I, Xavier Colaco, hereby declare that the particulars given above are true to the best of my knowledge and belief.	
		Date	Signature of publisher
		01 March 2015	Sd/Xavier Colaco 01 March 2015

MODUS

MAXIM
FABULOUS
FASHION

THE STYLISH MAN

THE SPRING STYLE SPECIAL

Your warm weather wardrobe deserves a little re-hashing while retaining some classic pieces from the cooler months. Here's a checklist you should follow when prepping your brand new spring-summer look.



1. Emporio Armani ₹8,990
2. Ray Ban ₹7,990
3. Burberry ₹10,500
4. Saint Laurent ₹19,900
5. Versace ₹13,000
6. Alexander McQueen ₹21,900
7. Prada Linea Rossa ₹16,500



My Travel Style

Girish Shah, Executive Vice President, Marketing, Godrej Properties, spends a quarter of his time between Delhi and Dubai. He shares with us his travel code.

WHEN YOU ARE AWAY FOR BUSINESS, WHAT DO YOU DO AFTER WORK?

I spend my free time in the gym at the hotel. I have relatives in Delhi and Dubai, so sometimes I visit them or, I plan team dinners.

IF YOU'RE HEADING TO A MEETING STRAIGHT AFTER A LONG FLIGHT, WHAT DO YOU DO TO LOOK FRESH?

I generally try and sleep on long-haul flights. I keep a spare set of clothes and drink a lot of water. My noise cancellation headsets ensure that I catch a good night's sleep on board.

YOUR FAVOURITE DESTINATION FOR A GOURMET EXPERIENCE

Turkish village in Jumeirah, Dubai, Takshin Square in Istanbul, and Greenwich Village in New York are my go-to places for a great meal.

WHAT COMFORTS ARE A MARK OF A GOOD HOTEL?

It should have free wi-fi, a good gym, and should be located close to the metro. I generally prefer downtown or city centre locations.

WHAT DO YOU EXPECT FROM A GOOD AIRLINE?

It has to be good on connectivity. I look for multiple flight timings and a robust rewards programme.

WHAT ARE YOUR TRAVEL ESSENTIALS?

CK fragrance, my Gillette power razor, liquid shave oil, and Biotherm moisturiser.

WHAT ARE YOUR SUGGESTIONS TO VEGETARIAN TRAVELLERS?

Go for sandwiches or look for Italian restaurants that always offer vegetarian pastas, lasagna, and woodfired pizzas. There is more to vegetarian food than just options from Indian cuisine.

YOUR FAVOURITE TRAVEL APP

Places Near Me.

YOUR FAVOURITE TRAVEL GADGETS

My noise cancellation headphones and my iPad.



T-SHIRTS

Classic collared T-shirts will serve you well for both semi-formal and casual outings. **TIP:** Steer clear of big, bold prints.

1. Brooks Brothers ₹7,990
2. Ted Baker at The Collective ₹8,000
3. Jack & Jones ₹1,695
4. Paul & Shark ₹14,990
5. Armani Jeans ₹13,000
6. Gant ₹4,999

JEANS

The most important element of your casual wear wardrobe. **TIP:** Avoid jeans with harsh acid washes. Remember, we're not in 2003 anymore.

From top:

1. True Religion at The Collective ₹28,500
2. Armani Jeans ₹20,500
3. Gas ₹5,990
4. Diesel ₹22,990
5. DSquared2 at The Collective ₹38,000
6. French Connection ₹5,999
7. Paul & Shark ₹17,990





SHIRTS

You can't go wrong with the right pink dress shirt. There's no better way to say you're comfortable in your skin and fashion-savvy. TIP: Navy pants always make a good combination.

From top:

1. Thomas Pink ₹10,990
2. Hackett London ₹12,500
3. Paul Smith (p.o.r.)
4. Kenneth Cole ₹3,490
5. John Francomb for T.M. Lewin ₹3,699

SHORTS

Experiment with colour. Upgrade your style game with a pair of pastel Bermuda or cargo shorts. TIP: Skip the Hawaiian shirt and opt for a T-shirt or crisp white shirt instead.

From top:

1. Nautica ₹3,599
2. Arrow at Lifestyle ₹1,899
3. Paul & Shark (p.o.r.)
4. Hackett London ₹9,000
5. Canali (p.o.r.)





T-SHIRTS

The rule is to add colour without looking like a tie and dye dude from the '70s.

TIP: Sombre shades of red, rust and crimson are apt for day time.

From top:

1. Gucci (p.o.r.)
2. Corneliani ₹19,000
3. Hackett London ₹12,000
4. Superdry ₹5,490
5. Brooks Brothers ₹8,490
6. Tommy Hilfiger ₹4,499

DENIM SHIRT

You need at least two—one in a light blue and one in a dark hue.

TIP: Wear your textured denim shirt with a pair of dark wash jeans to excel at the double-denim trend.

From top:

1. Diesel ₹20,990
2. Scotch & Soda ₹10,500
3. Canali (p.o.r.)
4. Gas ₹10,990
5. Thomas Pink ₹13,990
6. Superdry ₹6,990
7. Robert Graham at The Collective ₹12,500
8. Brooks Brothers ₹7,990



ACCESSORIES ARE AS IMPORTANT AS THE CLOTHES TO COMPLETE THE PERFECT LOOK. WALLETS WITH MULTIPLE SECTIONS (FOR CONVENIENCE) IN BASIC COLOURS, AND BELTS WITH UNDERSTATED BUCKLES, INTERESTING WEAVES AND CONTRASTING TEXTURES ARE ESSENTIAL.



WALLETS

1. Hidesign ₹2,200
2. Armani Jeans ₹12,000
3. French Connection ₹2,499
4. Tumi ₹12,500
5. Gucci (p.o.r.)
6. Paul Smith (p.o.r.)
7. Paul & Shark ₹14,990
8. Gant ₹2,999
9. Diesel ₹7,590
10. Brooks Brothers ₹12,990

BELTS

1. Paul Smith (p.o.r.)
2. Armani Jeans ₹11,000
3. Salvatore Ferragamo (p.o.r.)
4. Diesel Black Gold ₹13,595
5. Corneliani ₹15,000
6. Paul & Shark ₹15,990
7. Jack & Jones ₹1,695
8. Canali (p.o.r.)
9. Tumi ₹37,000





A BLEND OF
*classic &
contemporary*

Colonial charm meets contemporary sophistication in this whiskey haven nestled amidst the environs of history. An enchanting view of the Qutub Minar, iconic dishes prepared with a modern twist and a stellar collection of rare malts and whiskies blend together to reinvent Scottish tradition and charm at



DRAMZ
Reinventing Tradition

1580/1, KALKA DAS MARG, MEHRAULI, NEW DELHI, DL 110016 | FOR RESERVATIONS +9196500 66666



#DRAMZWHISKEY

TIES & TIE PINS

Classic tie staples: Stripes and polka dots are the safest bet. Quirky tie pins will add extra edge. **TIP:** Balance the width of your tie with your shirt collar and lapels.

1. Cufflinks by T. M. Lewin ₹2,499
2. Cufflinks by Tie Rack London ₹1,499
3. Thomas Pink ₹7,990
4. Gucci (p.o.r.)
5. John Francomb for T. M. Lewin ₹2,499
6. Salvatore Ferragamo (p.o.r.)
7. Corneliani ₹11,000
8. Cufflinks by Thomas Pink ₹10,990
9. Cufflinks by Satya Paul ₹1,495
10. T. M. Lewin ₹1,999
11. Cufflinks by Paul Smith (p.o.r.)

SHOES (Previous Page)

First, get rid of all the square shaped shoes you've collected over time. Shop for streamlined, slimmer options with a round toe. **TIP:** You need two pairs—one brown/tan and one black.

1. Clarks ₹7,499
2. Kenneth Cole ₹12,990
3. Hush Puppies at Lifestyle ₹4,499
4. Salvatore Ferragamo (p.o.r.)
5. Churches English at Heel & Buckle ₹43,500
6. Alessandro at Heel & Buckle ₹28,840
7. Louis Philippe at Lifestyle ₹5,999



Just *KS* Black



Rule The Night

MAXIM
FABULOUS
FASHION

STYLE PIONEER

Designer maven Ashish N Soni discusses his personal style, imparts important fashion advice and explains why you need to read *Maxim* every month.

by **MEHER BAJWA**

Launching his namesake label in the early '90s, Ashish N Soni cemented his position as one of the pioneers of contemporary fashion in India. Growing from strength to strength, Soni was the first Indian designer to show at New York Fashion Week a decade ago and he hasn't looked back since with multiple collaborations and projects across the globe. More important, his first menswear collection was seen in '99, and till date his brand has stayed true to the sharp aesthetic and streamlined designs that boast universal appeal. Remember the bold black and white polka dot tuxedos from his S/S '14 final  show at India Fashion Week? Basically, we'd be okay wearing his clothes every day of the week.



Let's start with the basics. What's your personal style like?

I don't really have one defined personal style. I tend to be very flexible with fashion. But if I really had to define it: During the day at work I'm always in smart casuals. I avoid formal wear. However, in the evening you'll find me in chic formal wear. I pay special attention to the accessories I wear, especially my shoes. I like to experiment with them the most!

What is brand Ashish N Soni's aesthetic in six words?

Put simply, it's sharp, clean, non-fussy, edgy and comfortable.

Whose style do you admire the most?

I like Saif Ali Khan and Gabriel Macht for the sheer elegance and confidence with which they wear their clothes! Ranveer Singh deserves a special mention for being bold with his fashion choices. He's young and is definitely not scared of making a statement. I like that in a person.

Sneak peek: Your wardrobe always has an excess of...

I don't really believe in excess and so I try to remove one thing from the wardrobe if I'm adding something new. That keeps my wardrobe looking fresh all the time. But, I guess I do have plenty of

white shirts and several pairs of jeans which are borderline excessive.

What's the simplest style advice for every *Maxim* guy out there?

You should really understand your body type and what looks good on you. You should never let fashion dictate everything. Whatever you buy has to work for your body and your personality. And always remember that a well-fitted suit can make you look sizes smaller instantly. Bottom line: You need to know what you require to seek the right fashion for you.

What do you wear when you're relaxing and feeling comfy?

It's so hot in Delhi! You will find me in a pair of well-tailored shorts and a linen shirt pretty much all through summer, even when I'm not exactly relaxing or taking it easy. It's definitely my summer uniform.

What was your first fashion purchase?

I can't remember clearly, but I think it was a red Michael Jackson jacket like the one from his "Thriller" video that I bought as a teenager.

How important do you think style and fashion are for men?

As much as it is for women! There is no reason why it should be any different if men

want to be taken seriously either at work or in their social lives. It's pleasing for oneself and for the others around you to be well-groomed and well-dressed. I think we should start taking cues from all the fantastically dressed women around us.

How long should a guy usually take to decide on an outfit?

Well, I typically make the effort of giving it at least five minutes every day. The extra thought always shows up in a better matched tie or interesting cufflinks. But it shouldn't feel like a chore—it has to be something you genuinely enjoy doing.

What, according to you, is the biggest menswear trend for the current spring/summer season?

There are quite a few major trends right now but my personal favourite is the ample use of graphic and bold pinstripes in men's suits and overcoats. I'm so glad to see the check being overshadowed by the stripe in menswear after a long time. Good thing!

Is there a fashion-centric book you think every stylish guy should read?

I don't know if I'd recommend a book in particular, but it's always a great idea to be abreast with lifestyle magazines like *Maxim*.

POND'S MEN Grooming Guide



PART 6 – GETTING IDEAL SUMMER SKIN

Switching up your skin care regimen because the weather is changing is always a good idea.

FACE CLEANSING AT LEAST TWICE A DAY

Your skin is oilier than average just because you're a dude. Cleansing your face twice a day with a good cleanser or face wash is a very important step. Try using a clarifying cleanser because it reaches deep into the pores and prepares your skin for a shave or exfoliation. Cleansers also prevent ingrown hairs and make your skin look healthy.

GOOD EXFOLIATION NEVER HURT ANYONE

Nix those dead cells with a good scrub. If you're prone to blackheads and blocked pores you should aim to go for a deep exfoliation once in three-four days or get a professional job done once a week. The young skin cells will only get to breathe once the older, dead ones are removed.

LIGHT-WEIGHT MOISTURISER

A light-weight moisturiser like the POND'S MEN Energy Charge Brightening Gel Moisturiser or any other with SPF 15 or higher is the ideal summertime companion. It will keep your skin feeling tight, hydrated, wrinkle-free and will also help it heal faster if you've been in the sun for too long.

PROTECT YOURSELF

We cannot stress this enough—you must wear sunscreen every day. It's the only thing between getting a skin disease and getting a good tan. Use it at least 30 minutes before going out. You should top up your sunscreen every two-three hours, and apply it generously!

NEW
POND'S
MEN

What wakes you up
every morning?

It's your daily cup of coffee.
A strong dose of your favourite
morning drink wakes up your body
and mind, giving you an added burst
of energy to charge up your day.
But did you know that coffee
is really rich in antioxidants too.



A shot of coffee to boost your skin.

“A good face wash that can refresh my face instantly
is almost indispensable for me. I love this new range
because they are an effective and no-fuss solution
to my skin needs.”

- Varun Dhawan, Actor

So you know that coffee is
good for you. But here's
a secret you probably
didn't know.

**Coffee is good
for your skin too.**

Yes, it is! It is actually one of
the oldest natural solutions for
healthy skin. Coffee is a
natural antioxidant, which means
that it is known to rejuvenate the
skin cells, making your face bright
and energized instantly. It is also
known to enhance blood
circulation in skin, to give your
face a natural, healthy glow.

Also, it is known to have natural
sunblock properties to protect
your skin from damage caused
by harmful UV rays. Coffee can do
all this and more. No wonder
coffee bean scrubs and beauty
treatments are gaining popularity
across the world.
So why not have a coffee shot for
your face too?

Presenting
**New Pond's Men
Energy Charge Face Wash -
Face Ka Charger.**

Formulated with energizing coffee bean
extracts, it not only cleanses the skin,
but also brightens and re-energizes to give
the face an instant and energized glow
so that your Face ki Battery is recharged.

**WITH
COFFEE BEAN
EXTRACTS**



FORMULATED BY POND'S INSTITUTE

SMOOTH OPERATORS

Don't let spring's harsh wind suck you dry. These skin-plumping moisturisers will help you stay flake-free all season.

FIAMA DI WILLS MEN POST SHAVE SKIN RESTORE RAZOR BURN SOOTHING MOISTURISER

This moisturiser, fortified with natural ingredients, will help in repairing skin damage caused by daily shaving, reduces post-shave skin redness and strengthens the skin barrier. With regular use, skin feels re-balanced and the appearance of shine and visibility of enlarged pores are reduced.

₹499

GARNIER MEN POWER LIGHT SWEAT + OIL CONTROL FAIRNESS MOISTURISER

Formulated with lemon extract, this is the first fairness cream for men that fights sweat. A light, non-sticky formula that absorbs the sweat and excess oil from your skin and gives you an intensive, visible fairness.

₹170

KIEHL'S OIL ELIMINATOR 24-HOUR ANTI-SHINE MOISTURISER

Utilising cutting-edge, space-age technology, this product is able to absorb four times its own weight in oil, providing efficient sebum absorption capabilities. It disperses and vapourises sweat away from the skin. The material's irregular surface scatters light, which creates a matte, optimal skin appearance and results in reduced visibility of pores and skin imperfections.

₹2,650

TRUEFITT & HILL NO. 10 OPTIMUM MOISTURISER

This pro-active moisturiser contains an anti-ageing peptide which helps to minimise the appearance of wrinkles, also smoothening the skin surface, increasing skin elasticity and aiding in boosting collagen.

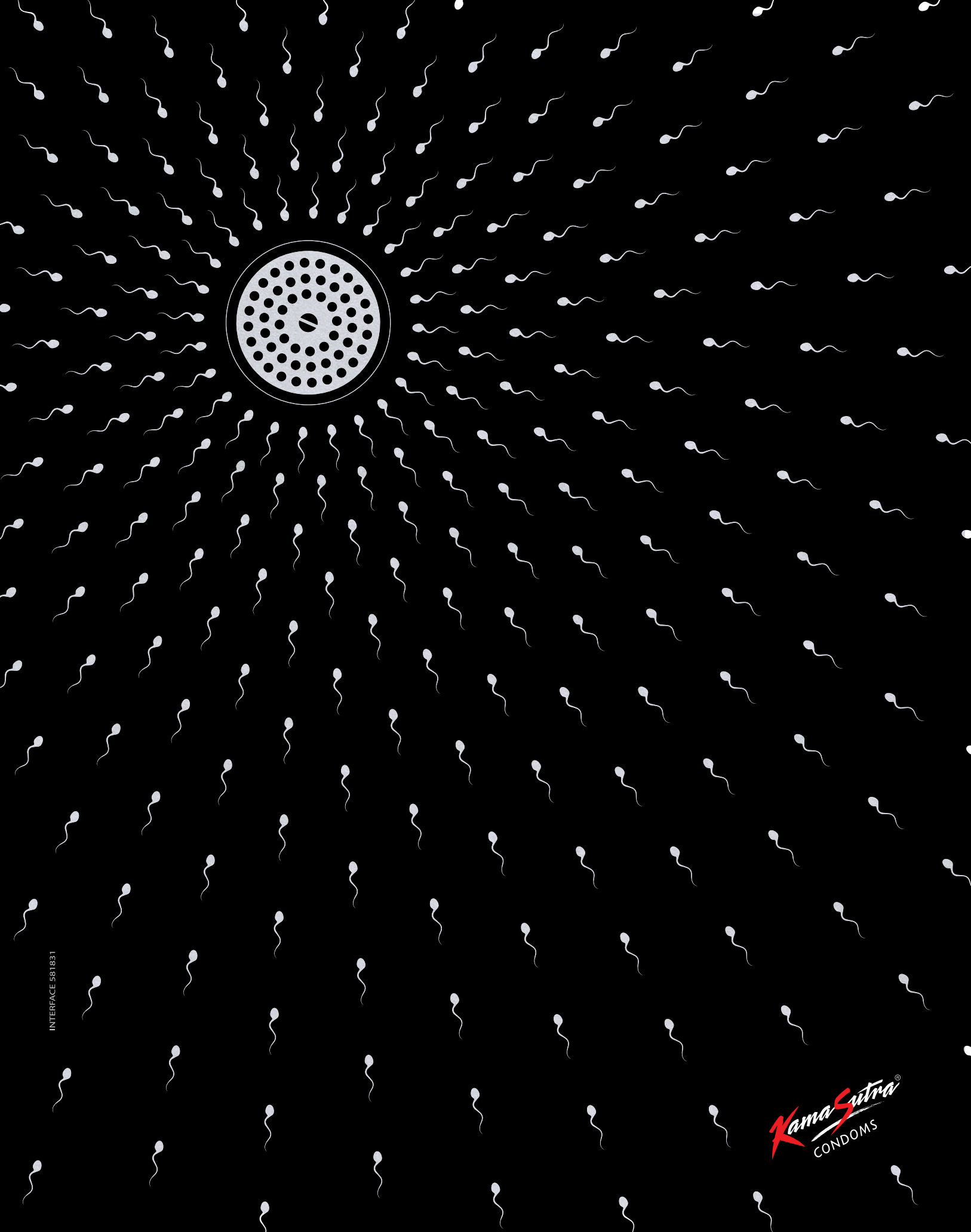
₹1,400

PALMER'S COCOA BUTTER FORMULA

Palmer's Cocoa Butter Original Solid Formula is especially effective for drier, rougher areas of the body such as elbows, knees and cracked heels. Containing pure cocoa butter enriched with Vitamin E, this cult classic is an excellent all-over-body moisturiser.

₹699





INTERFACE 581831

KamaSutra
CONDOMS

PASSWORD PROTECTED

THE BEARD CLUB

This crew of the capital's coolest fashion designers takes pride in their envy-worthy facial hair, making them experts in our book.

by MEHER BAJWA

THE STONEWALL JACKSON/ ZZ TOP BEARD

As seen on *SUKET DHIR*

You are a Beard Man because:

I grew up in Punjab surrounded by all styles of beards. I once saw a Jatt guy riding a bike with his beard split because of the wind—all glory. I knew then that I wanted a moment like that for myself and it finally happened at the end of 2013. Also, it really suits me: It makes my round face look longer and it hides any signs of a double chin!

How long have you had it?

I've had it for about six years now. I shaved it off in the middle and when I came home, my wife insisted I grow it back. So here it is again—as curly and unruly as ever. It really suits my organic and unorganised lifestyle.

How do you maintain it?

Mine really is a lazy man's beard. I just let it grow. I don't use any special products, just the same shampoo and conditioner my wife has lying around.

What's your secret for growing a kickass beard?

Just forget about it! Let it do its thing.





THE EXTENDED STUBBLE

As seen on **NIKHIL MEHRA**
of *Shantanu & Nikhil*

You are a Beard Man because:

My first beard was eight years ago when I contracted chicken pox and couldn't shave for a month! I feel like my work changed once I grew a beard—it took me to a more mature space. I think changing my beard changes my perspective on things as well. People even spoke to me differently. I look forward to more flecks of grey and white.

How long have you had it?

I've had this one for about two-and-a-half years and it took me about three weeks to grow it out.

How do you maintain it?

I actually have a whole routine. I use a special trimmer to keep it short—length is very important. I know what works for me. I have

also created a style line across my cheeks which I keep consistent. I apply a toner after a shower so that the skin around the beard looks good.

What's your secret for growing a kickass beard?

The trick is in knowing the length that works for your face, how much to trim and where to trim from. Some guys look good with a blunt, heavy side trim. Also, not everyone can carry off a beard—if you've got fuller cheeks avoid too much facial hair. Your beard should be an extension of your personality, not your entire personality. A beard I admire is Rahul Dev's new look—he looks fantastic!



THE SHORT BOXED BEARD

As seen on **ABHISHEK PRATNI**
of *The Thread Factory*

You are a Beard Man because:
What make-up is to women, the beard is to men. It all started with my hatred for shaving. My beard adds value to my face and I can alter it, depending on my mood, and get a fresh look every time. In the beginning I faced a number of problems with my parents and societal pressure in general. Then there were some intimacy issues with my girlfriend because of my beard. But I think it's just so awesome that everyone else just has to adjust!

How long have you had it?

It took me about a month-and-a-half to grow it to the present length. I've had a beard for the past four years.

How do you maintain it?

I shampoo my beard twice a week and then use Johnson's baby oil before sleeping—it works!

What's your secret for growing a kickass beard?

All you have to do is be patient, drink a lot of beer, have sex (testosterone is known to trigger beard growth) and enjoy life!



THE GARIBALDI

A s seen on *UJJWAL RAWAT*
of *Antaragni*

You are a Beard Man because:

I believe it's the only accessory a man can carry off without a second thought! Also, I think the ladies love it so that doesn't hurt.

How long have you had it?

I've been growing and maintaining it for the past year-and-a-half.

How do you maintain it?

It's got to be soft and shining so a daily wash and condition is necessary. Tame it once a month using an electric trimmer along your cheek bones.

What's your secret for growing a kickass beard?

You need to learn to tame it. The length of your beard is an important aspect—it has to be just perfect, depending on the shape of your face. Go for a shorter one if you have a long/oval face and a longer one if you have a round/square mug. The intermediate stage will probably annoy you the most, when it's "arriving" but not yet there. You've got to push through that period of a few weeks.



THE BALBO

As seen on *ARMAAN RANDHAWA*
of Armaan Airan

You are a Beard Man because:

I've had facial hair ever since I can remember. I think it suits me and I really wouldn't be caught dead with a baby face i.e. clean-shaven! A beard adds character.

How long have you had it?

This one is about two months old. I keep cutting it close and then growing it back again.

How do you maintain it?

It involves a little bit of work but I think it's almost zero maintenance. You have to keep everything sculpted, but it's easy if you have less facial hair growth. The moustache has to be a handlebar and it's okay if it grows downwards to connect with your beard. The goatee should grow halfway up the side of your face before thinning out towards the sideburns.

What's your secret for growing a kickass beard?

Put some effort into trimming and maintaining it and you'll have one less thing to worry about in your daily routine.



THE CLASSIC FULL BEARD

As seen on *PRANAV MISHRA*
of *Huemn* by Pranav Mishra
& Shyma Shetty

You are a Beard Man because:
I was brought up by a family of
bearded men and so I never really
thought about *not* having a beard.

How long have you had it?
I've had this one for about eight
years. You could say it took me
about 22 years to grow it in the first
place! (laughs)

How do you maintain it?

I do nothing to it. I'm lucky to have a
naturally thick and well-behaved
beard.

*What's your secret for growing a
kickass beard?*

You need to figure out your facial
hair growth pattern. Some guys get
a patchy beard that can't be grown
out too long and some could give
mountain bears serious competition.

ANATOMY OF A DRESS SHOE

Breaking down the basics because knowing a medallion from an apron, and the vamp from the quarter, is essential.

COUNTER

The half-moon-shaped piece of leather reinforcing the heel.

HEEL

Definition: The rear, padded area on the bottom of the foot, as well as the piece at the rear of the shoe that supports the heel cup. Now, unless you're under 5 feet tall, don't wear heels higher than 3 cm. Your shoes need to match your overall look, which is formal. Higher heels will make you look stumpy. Also, this isn't supposed to be a competition with your lady friend.

TONGUE

A strip of leather running under the laces or buckle, all the way to the throat and attached firmly to the quarter. Put simply, it's attached underneath the laces.

QUARTER

The continuous side and rear panel that forms the side of the shoe, extending from the vamp in front to the counter at the back.

EYELET

An eyelet provides a smooth, rigid surface for laces to be fed through, and stops the fabric from fraying where the hole was made.

AIGLET

It's the small piece of plastic or metal that forms a sheath around the ends of a shoelace and prevents it from fraying.

VAMP

The vamp is the front portion of the shoe that is visible to the wearer. Depending on whether the shoe is an Oxford or Derby, this part of the shoe will consist of the leather pieces connecting the shoe laces.

TOE BOX

Simple enough: The bottom part of the shoe that covers your toes. The overriding shape of the shoe will be determined by whether it is styled as a wingtip, cap-toe, medallion (punched or stitched design on top) or apron toe (separate piece of leather extending around the shoe, giving the impression of a stitching line).

AT THE "SOLE" OF LUXURY

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AGENDA

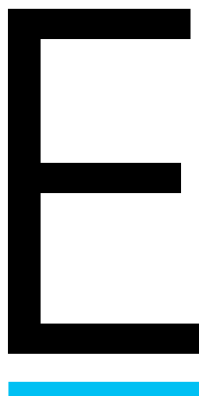
MAN WITH A PLAN

TV

AS THE STAR
OF *THE FLASH*,
CANDICE PATTON
WINS OVER
THE NAMESAKE
SUPERHERO AND
VIEWERS ALIKE.

by ROB TANNENBAUM

THIS PAGE
Swimsuit, Posh
Pua. Bracelets,
Iwona Ludyga.
Necklace, Kitsch



Earlier this year, when Candice Patton was cast as Iris West in *The Flash*, the CW Network's adaptation of a DC Comics superhero tale, producers advised her not to read any blogs. In the comic, Iris was white, but Patton is black, and some fans were unhappy with the change. "I'd be stupid to say race issues don't matter," says the 27-year-old, who's best known for her role in BET's sitcom *The Game*. "But the truth is that my race is really quite irrelevant most of the time, until people make me aware of it."

There are so many comic adaptations on TV now. How is *The Flash* different?

The Flash is a lot more lighthearted than a Batman or Superman show. There's more humour to it than *Arrow*, even though we spun off from that series. The Flash is a brighter, more hopeful kind of guy.

Iris is a psychology student whose father helped raise Barry Allen, a.k.a. the Flash. If Iris is so smart, why doesn't she realise Barry is in love with her?

Listen, in real life if a guy doesn't grab me by the shoulders and say, "I want to date you," or "I want to kiss you," then I really don't realise that he's interested in me. Almost all guys are good at hiding their infatuations these days. And Iris has grown up with Barry always being there as a kind of brother figure.

She probably saw him wearing X-Men pyjamas when he was eight years old.

For sure. She's seen his underwear and all sorts of other embarrassing encounters. We all have that guy or girl in our life who we don't think of romantically. I've been that girl.

You were also in *The Craigslist Killer*, which I admit I didn't watch.

You know something? I didn't watch it, either. But, truth told, that is not one of the roles I'm ashamed of.

Not to spoil it for readers, but were you the Craigslist killer?

Let's spoil it: No, I was not.

Last Valentine's Day, you tweeted a quote from Plato: "Love is a grave mental disease." Not very romantic.

Jesus Christ, this is why I need to stop doing Twitter. At the time I was very much single, and happy to be single, but I will stand by that statement. It's a lovely disease, but it can be terrible as well.

Last year, you tweeted that the Dallas Cowboys are "like a shitty boyfriend that you keep going back to, knowing deep down he won't change."

When I die, I want Tony Romo to be my pallbearer, so he can let me down one last time. I grew up in Dallas where football is just everything.

Then why don't you have a Texas accent?

I went to SMU, and my theatre training included speech and voice class. They beat the accent out of you. But if you get me drunk, that accent comes out pretty quickly, and I'm y'all-ing all over the place.

SMU's a party school, and you graduated summa cum laude. How'd you do that?

I studied a lot and was kind of a loner. I maybe went to one or two Greek parties in my entire four years. In high school, I'd get plays from the library and read them in my car during lunch period. That's so embarrassing.

Your dad was an FBI agent. Did you ever rebel against law and order?

I was a rule follower, but I will say this: I did not come home on prom night. I was hanging out with my friends, and we all fell asleep. The next morning, my boyfriend drove me home and was like, "I have to go in and talk to your dad." I said, "You do not want to do that. You won't come out of that house alive."

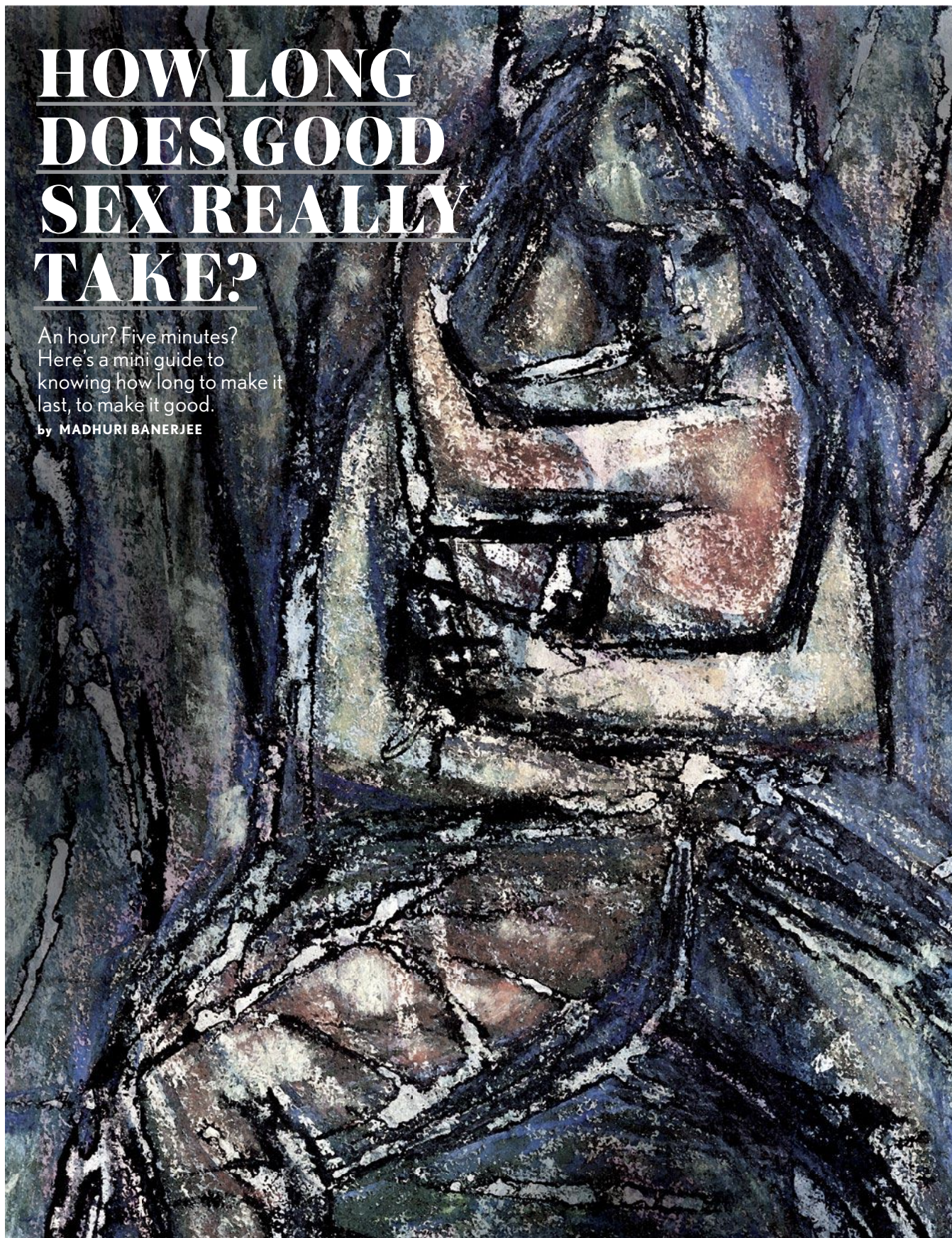
I thought you were going to say you didn't come home because you were sitting in your car reading plays.

Yeah, well, that sounds like a lovely prom night, actually.

HOW LONG DOES GOOD SEX REALLY TAKE?

An hour? Five minutes?
Here's a mini guide to
knowing how long to make it
last, to make it good.

by MADHURI BANERJEE



A FIVE-MINUTE QUICKIE CAN ALSO HAPPEN WHEN THERE IS DANGER INVOLVED. SOMEONE WALKING IN ON YOU IN A PUBLIC SPACE, OR YOU NEED TO GET TO A PARTY AND ARE ALREADY LATE.

THERE IS NOTHING LIKE “TIME-BOUND good sex.” Everything lies in the state of your and your partner’s minds. A great orgasm can happen in a few minutes or it could take hours and sometimes great sex could happen without an orgasm. But to truly enjoy sex here are the time-frames you can explore.

5 Minutes

If a couple has been sexting to each other the whole day, flirting casually over Whatsapp or sending each other pictures or scenes of what they want to do to each other, as soon as one partner or both get home, it would take five minutes to have great sex. If you’ve already put your partner in the frame of mind, then they’re half ready. If you haven’t had time to do all this through the day but want to have a quickie, another way is to arouse your partner through gentle kissing and then use a vibrator for her. It won’t take her long to come and then you can as well. A five-minute orgasm can also happen when there is danger involved. Someone walking in on you in a public space, or you need to get to a party and are already late. The excitement that is built up and the urgency of the situation if both of you are ready and willing will give you the five-minute orgasm.

15 Minutes

This is when you’re slightly intoxicated and already horny. You’ve been eyeing a girl at a party. She gives you the come hither looks. You have a scintillating conversation. Sparks fly. You take her to a secluded place and you can have 15-minute sex. You will still need some foreplay of kissing or feeling each other before the act. The whole thing would probably last only 15 minutes as there’s not much thinking going in. Do remember to ask her if she had a good time later. Thank her! Make sure she doesn’t have any STD and you should always wear a condom. If you’re doing this with a partner at home (and are intoxicated already), it’s faster foreplay before the act.

30-45 Minutes

Every couple must have this kind of sex. It’s

a longer version but must be indulged in once a week at least to keep the relationship alive. It starts slowly from cuddling and kissing to more deeper passionate kissing, necking, feeling, licking, sucking, touching, caressing. It can involve scented candles or ice cubes, depending on whether the woman likes it hot or cold. You can give each other an oil massage. (Please use a lavender scented oil and not mustard or coconut—this is a gentle arousing of the senses.) Once the longer foreplay is over you can do the main act. Please remember that sex is not the actual penetration or pounding away. It’s also the arousal, the foreplay and the afterwards that count as the time taken. It’s all in the state of mind. From the moment you get your partner to start thinking it, to moving on to the next activity.

2-5 Hours

Many people think this is an absurd amount of time to have sex but remember this can only be done when you take frequent breaks. This also doesn’t mean that you need to pound away for 45 minutes. It’s a myth that women like penetration for anything longer than 5-10 minutes! So if a man is boasting about it, he’s definitely not given an orgasm to the woman who might be just trying to keep him happy. When a couple has gone on a romantic vacation, taken an entire day to just relax in the hotel room, then you can have this kind of tantric sex. But it needs a bit of concentration. No going off to watch TV or chat with friends on Whatsapp. Start with some oil treatment for each other. Then you can have a bit of sex. Then go off for a hot bath, again have some sex, indulge in some foreplay and again have some sex, caress her hair and have some conversation or a bit of light food before you again have sex. Stay in robes. Do not wear clothes! The purpose is to have a sex vacation that doesn’t need any other activity. Most hotels also have honeymoon packages so you can ask them if there is a special room with a hidden balcony or a special terrace that you can go to. Experiment there as well. It’s the idea of just having sex that can be exciting enough. You

can always come back to your room if you’re not into outdoor sex. If you’re tired, use a finger vibrator or a clit simulator to have sex with your woman. You can even use different toys if you’re alone and planning to have sex for a few hours. Always be in the state of mind and it can last hours with multiple orgasms.

Cautionary Measures

Always wear a condom if it’s with someone new or if you or your partner have a bacterial infection. The infection can go back and forth. Don’t have any body odour or bad breath. Take a shower before you hit the party. Don’t have an overwhelming smell about you. Women DO NOT like a man who has sprayed too much cologne and perfume. They can’t breathe during sex then. If you smoke, remember to carry gum so you don’t have smoker’s breath that can turn women off. If your partner smokes, then it’s fine. Don’t use the vibrator with every encounter. Keep it for every third or fourth time you have sex with your woman. If she starts depending on it, it can get dangerous for you. Ensure the woman has a good time and it’s not only you who has had an orgasm. She will curse you and feel terrible if you’ve only “used” her. So be considerate and a True Gentleman. That’s what makes for great sex. A mutual admiration of each other. **M**



Maxim’s sex columnist, **Madhuri Banerjee**, is the author of five best-selling novels. Her latest book *My Clingy Girlfriend* is a humorous take from a man’s point of view on his relationship and life. She tackles all your love and lust head-busters every month. Need a (s)explanation? Write in at maxim@emmindia.com, with “Dear Madhuri” in the subject line.

THE MOST SUNDANCE-Y SUNDANCE FILMS AT THIS YEAR'S SUNDANCE FESTIVAL TO THRILL.

To say that the Sundance Film Festival has altered the independent film landscape would be a crazy understatement. In fact, its impact is so broadly felt that filmmakers are now specifically tailoring their work to appeal to the festival's sensibilities, which favour sad clowns, quirky cousins, and a hell of a lot of wist. The math is pretty simple: Throw in some indie rock and a kid with some soulful eyes, and you've got a bidding war between distributors.

The master of the Sundance form is the extremely imitable Noah Baumbach, director of *Greenberg* and *The Squid & The Whale*. In tribute to Baumbach and this year's so-Sundance-we-can't-take-it field of entries, *Maxim* offers a look at some of the festival's highlights, replete with their Baumbach ranking, a system that would rate *Fast and Furious 19* as a "0/10" and Wes Anderson presents *Franny and Zooey* as "8/10"—if we're being generous.



MISSISSIPPI

WHAT IS IT?

Ostensibly, this is a dramedy about a gambler making his way to New Orleans one bad bet at a time, but it's actually about Ryan Reynolds trying to pull a Ryan Gosling and become as respected as he is pretty. Oh yeah, the director also made *Half Nelson*, the film that made Ryan Gosling into Ryan Gosling.

BAUMBACHS: 8/10



TRUE STORY

WHAT IS IT?

Two comic actors tackle the true story of a reporter and the murderer who tried to seduce him into some sort of Oscar-worthy symbiosis. Jonah Hill and James Franco try to go the length of a feature movie without making a dick joke. Basically, stunt filmmaking.

BAUMBACHS: 6/10



MISTRESS AMERICA

WHAT IS IT?

This film is actually by Noah Baumbach, who could shoot a film on his camera phone while taking a dump and still have it accepted by Sundance.

BAUMBACHS: 10/10



LAST DAYS IN THE DESERT

WHAT IS IT?

A foreign director with smart-dude spectacles collaborates with *Trainspotting* alum Ewan McGregor to imagine Jesus's 40-day desert cleanse. With a cast of five and a setting of dust, this film give McGregor the chance to play both Jesus and the Devil, which may be the most awards bait-y thing that has ever happened. Whatever. Ewan is great. He deserves awards. We bet he's even a good skier.

BAUMBACHS: 7/10



DON VERDEAN

WHAT IS IT?

Sam Rockwell plays a sad academic (an archaeologist, if you must know), who tries to fill a void in his psyche by telling a cosmic lie. Jemaine Clement shows up along with Will Forte, who plays against type as a preacher. Everyone has beards. No one is happy. The ending is sweet, but a little dark in the sort of way that makes you want to go out for sushi and really talk the thing through.

BAUMBACHS: 5/10



DIARY OF A TEENAGE GIRL

WHAT IS IT?

A graphic novel adaptation that looks straight out of the *Ghost World* mold, the film even features an affair with an older man. This is classic Sundance! Plus, it features Kristen Wiig.

BAUMBACHS: 8/10



THE END OF THE TOUR

WHAT IS IT?

A beloved comic actor (Jason Segel) plays a beloved writer who killed himself (David Foster Wallace) in a movie costarring sentient neurotic Jesse Eisenberg as a reporter for a publication (*Rolling Stone*) searching for cool at any cost. Everyone you hated in college will see this movie. They will have strong feelings about it.

BAUMBACHS: 10/10



DIGGING FOR FIRE

WHAT IS IT?

A film with a Pixies song for a title, directed by a founder of the mumblecore movement and featuring indie film all-star Sam Rockwell. And the too-cute for descriptions Anna Kendrick. And an all-star cast of young Hollywood people. Perhaps a bit too mainstream for Sundance tastes, but the Sundance elements are all there.

BAUMBACHS: 7/10

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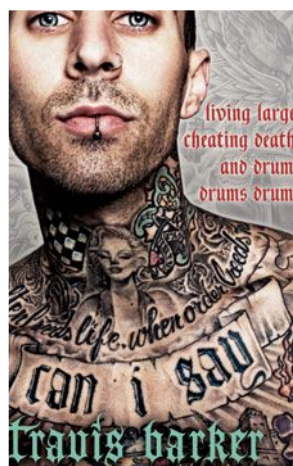
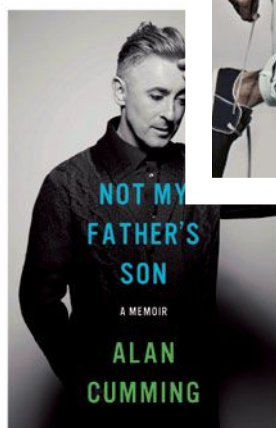
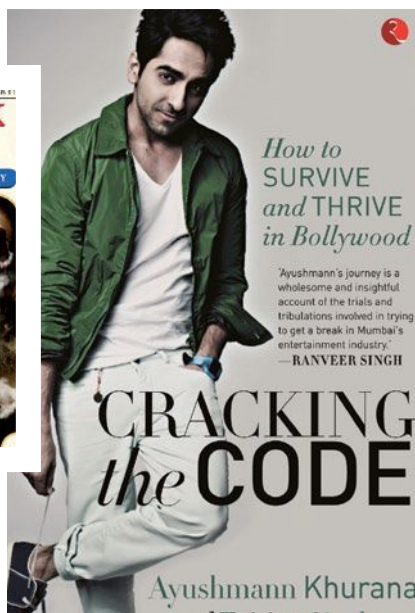
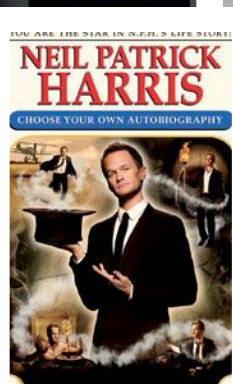
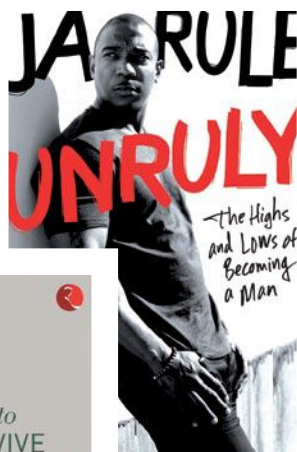
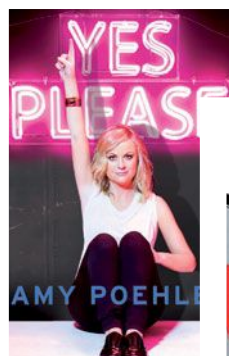
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THIS JUST IN: AYUSHMANN KHURRANA'S AUTOBIOGRAPHY *CRACKING THE CODE* IS ALL-REVEALING. WE LOOKED BACK AT MORE MUST-READ MEMOIRS OVER THE PAST YEAR.

by MEHER BAJWA



were several), serial hook-ups (he remains tight-lipped about names), and 22-year marriage to wife Sheryl Berkoff.

Yes Please

by Amy Poehler

The American comedian's scrapbook of experiences and anecdotes is a light, clever and funny read. She punctuates chapters of self-confession with testimonials from her parents and incidents from her time on *Saturday Night Live*. Sweet and humorous in parts.

Unruly: The Highs And Lows of Becoming a Man

by Ja Rule

Rapper Ja Rule, born Jeffrey Atkins, does a crisp job of reflecting on his past struggles while growing up in gritty New York City and what followed—success, rivalries, and a two-year prison sentence. You'll learn more facts like he once stayed in one of Saddam Hussein's hunting lodges and that he started selling crack at 14.

Choose Your Own Autobiography

by Neil Patrick Harris
Trust this talented actor and Oscar host to come up with a clever way to package his memoir.

Readers are guided through actual events in Harris' life based on options they pick every couple of pages.

Not My Father's Son

by Alan Cumming

The acclaimed actor's memoir is a gripping ode to a violent upbringing at the hands of a bullying father, his family's hushed-up secrets and the subsequent choices that led him to where he is today. A painfully truthful and emotional insight into the world of one of the most talented stage actors today.

Can I Say: Living Large, Cheating Death, And Drums, Drums

by Travis Barker

The acclaimed Blink 182 drummer and eccentric artist makes an honest attempt at talking about his art, his marriage to Shanna Moakler that was chronicled on an MTV reality show, three kids, drug addiction, the horrifying plane crash that almost killed him and the painful road to recovery—a reckoning and comeback of sorts.

Cracking The Code: How to Survive And Thrive In Bollywood

by Ayushmann Khurrana and Tahira Kashyap

Current A-list actors like Parineeti Chopra and Ranveer Singh have called Khurrana's book a guide for aspiring young actors. Acting dreams aside, we quite enjoyed reading about how the film industry and Bollywood politics intermingle to form an inspiring story of this charming guy's journey.

Love Life

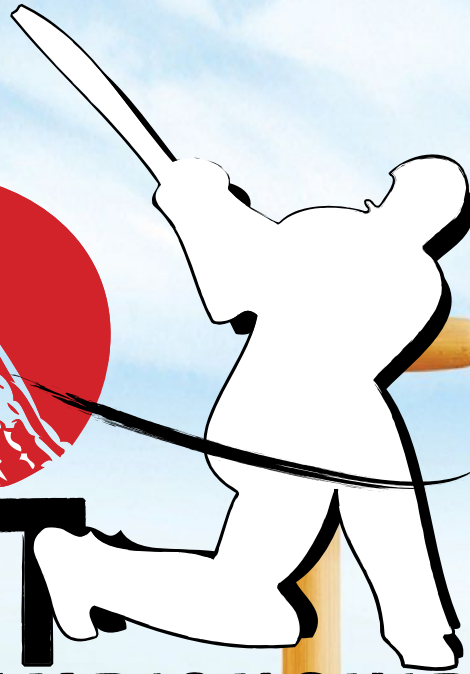
by Rob Lowe

The *Parks & Recreation* star comes off a bit narcissistic in his second memoir as he talks about men, women, sex and love. But we don't mind as he tells all about his Playboy party days (there

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SERVE UP VICTORY

Nick Bollettieri, the legendary tennis coach whose IMG Academy has trained everyone from Andre Agassi to Maria Sharapova, dishes up three superior shots.

THE DROP SHOT

"When you see your opponent playing six to eight feet behind the baseline, you know this: He doesn't want to come in to the net. So hit a drop shot. The key? Disguise. Use the same emotion, the same expression, the same swing you have for a baseline shot, and at the very last second just cut a drop shot over the net."

THE SWINGING VOLLEY

"Back in the '80s people said I couldn't teach a volley. So I said to Andre, 'Fuck it, swing at the goddamn ball.' Make sure the ball is a little above shoulder height. Swing at the same level of the ball with your hand slightly behind the racquet. Use a big follow-through, around to your left shoulder, and finish at the same height you started."

THE SECOND SERVE

"Most people have a good first serve. But any decent player will attack a shitty second serve. So change it. Aggression is the key. You're going to have some double faults, but it's worth it. Use some force and employ a more continental grip. That strong serve will win you a lot of points."

What a racquet!
Maria Sharapova slams
a second serve.

MAXIM HOT EVENTS



The month began on an exciting note with the *Maxim* premiere of the Jennifer Lopez-starrer, *The Boy Next Door*, held at DT Cinemas, DLF Place Mall in Saket. Ryan Guzman plays the lead opposite the Latin beauty and both their performances were praised by the guests. The party carried on at the new 'it' place in the Capital city, Dramz Whisky Bar and Lounge with music, drinks and delicious snacks.



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MARCH 2015

NINDY KAUR: MUSICIAN AND MUSE

The singer dishes on the growing strength of the Bhangra movement, her role in fusion band RDB (Rhythm, Dhol, Bass), making it in Bollywood and turning designer on her latest trip to the country.

by MEHER BAJWA

SO, WHAT HAVE YOU BEEN UP TO SINCE RDB started making music for Bollywood?
I've been helping Manj [Manjeet Ral a.k.a. Manj Musik, Kaur's husband and former lead singer of RDB] with lyrics and ideas on styling and video conceptualisation. I've learned to balance my professional and personal responsibilities very well and always maintain that equilibrium even while I travel 48 hours straight to do shows in India about four-five times a month. It's exhausting but worth it.

Have you also started producing your own music?
Not yet! But while Manj produces my music, I'm always in the studio to give my creative inputs. I definitely have a vision when it comes to the Nindy Kaur sound.

What was working with RDB—and your husband—like? Are you planning some more collaborations even though he's left the group?
My husband is my biggest motivation. I used to do administrative work in an office when we got married. I was always a big fan of music and I would sing a lot at home. Once I was singing along to a song in the car and Manj slowly turned the volume down so he could hear my voice. That evening he said "Right, you need to get into the vocal booth and sing some female vocals for an RDB track." My life just changed then, and now it's come to singing for big banner Bollywood films! RDB

was Kuly *paaji's* [Kulpreet Ral, co-founder of RDB] dream and Manj and me are taking that legacy ahead with Manj Musik. We have some associations in the pipeline with the guys from LMFAO, 50 Cent, Snoop Lion and TPain.

And when did you first start singing?
My introduction really happened with *Aloo Chaat*—my first Bollywood movie. The song came out great and then more opportunities opened up with a "*Boliyan*" from the same movie, and "Om Mangalam" for *Kambakht Ishq* where I featured in the video with Akshay [Kumar] and Kareena [Kapoor]. I had to skip on shooting the video for "*Tamanche Pe Disco*" because I took the backseat to be with my son.

Did you ever have any formal training in music or vocals?
The only kind of training I have ever done is in the gym! Vocal training is mostly in the shower. I was a complete bathroom singer. But Manj and I practise a lot in the studio in New Delhi and Canada and now that our son Anoop has taken to singing we do a lot of family sessions together. Music came naturally to me and I never found it important to take formal classes.

Whose music has inspired you since your own journey started?
My biggest inspiration has to be Pakistani singer Shazia Mansoor. I absolutely love her voice! On a larger scale, I draw

encouragement from the experiences of co-stars, friends and family. I learn from the mistakes of others. I can't possibly give you one specific person who is my muse as muses don't remain permanent fixtures with the passage of time.

How would you describe your personal style?
My mantra has always been: Don't be a follower, be a leader! Of course I love designer pieces, I won't lie about that. I fancy Gucci, Chanel, and Chopard watches...the list of names is endless. But I've learned over time that everyone is fashionable. Even though it might not be something that I would wear, if I see something that's fab and amazing on another person, I will walk up to them and compliment them. I believe that every individual has their own creative style and fashion sense.

That's pretty cool of you. Tell us more about your fashion collaboration, DesiWear.
It's all about being a proud Indian and giving *desi* clothes a standing ovation. Even though I was born and raised in Britain, I've always been a lot more *desi*. I grew up in Birmingham which is "Punjab Central". We listened to nothing but Bhangra music. Soho wasn't too far from where I lived so suit shopping wasn't a problem. I think *desi* attire is gorgeous because Indian colours and embroidery is out of this world and makes a statement.



The Bhangra music scene seems to be stronger in the UK and Canada than in India. Why is that so?

It's a mix really. Things have changed a lot and there is so much new music coming out in the UK. More singers and more producers, but I feel the quality has taken a beating. Either it's the homegrown Diljit Dosanj kind of stuff which I'm a great fan of or London rapping or mixed underground music. With the growth of the Internet, it's amazing to see that our music is heard in some parts of the world we had never dreamed Punjabi music would reach. I want to change the game for female Punjabi artistes.

What sets Bhangra music apart from the rest?

Bollywood is very open to Punjabi music. These days every Bollywood film needs to have a Punjabi promotional title track. RDB as a group was the first to revolutionise the scene in Bollywood—we opened up doors for the rest. Bhangra has a lot more energy. It's like a vitamin booster. Being brought up around the music industry at home, I have always enjoyed listening to Bhangra and Indian rhythms from a young age. Further to that, Manj is in the music industry and so he has heavily influenced my love for Bhangra as I got into adulthood.

EDM [Electronic Dance Music] is such a huge movement right now. Do you think you

could ever incorporate elements of that in your music?

I think RDB laid down the red carpet for a whole new gamut of music. We brought in the whole concept of *desi*-global collaborations, thanks to Akshay [Kumar]. These days artistes are just not getting innovative and there's a whole bunch of artistes claiming to be originals but their compositions are just rip-offs. Songs shouldn't sound similar after a point of time and there shouldn't be too much of replication from the West. While hip-hop and EDM are good and it's always advisable to incorporate an element that is trendy, it's also important to stick to an indigenous sound. The music industry is always changing and especially in this day and age, there's so much more variety. EDM will blend perfectly with Punjabi music and cater to a whole new audience. Maybe one day SHM or Hardwell or Tiesto will consider collaborations with Punjabi artistes as both the sounds are very new-age. It's like David Guetta brought about a revolution in the pop

industry and people took to a brand new pop-electro sound.

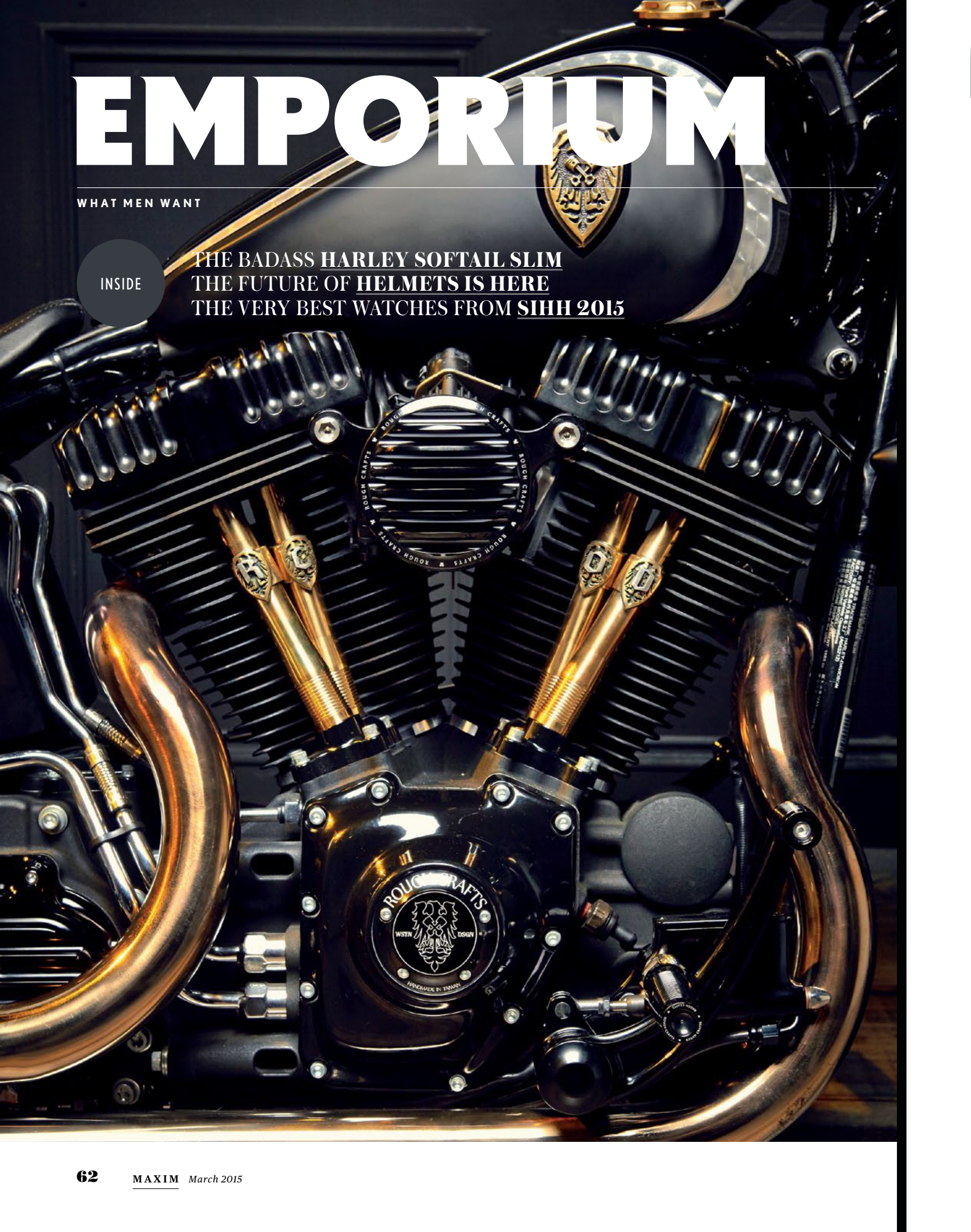
Is mainstream Bollywood on the cards? Do you see yourself as an actor next?

I think I'm a lot better at singing. I'm more likely to stick with what I am good at and giving it 100 percent. Also, right now I'm just trying to juggle a multi-faceted lifestyle of being a singer, a mother, a wife, a daughter and everything in between—it gets difficult. I'd be open to doing a brief appearance, something like *Bend It Like Beckham* or *Dr. Cabbie* is more up my alley.

On a day off, you...

Spend quality time with family and rejuvenate as most of the time I'm travelling and for me living our lives as regular family people is very crucial. Basically, Manj and I want to do whatever it is that Anoop wants—this time off is always about him and his happiness! ■

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JUST IN TIME

This year's Salon International de la Haute Horlogerie—the Cannes of international watch shows—witnessed the debut of several timepieces that are horological wonders. Here, an edit of the most memorable.

1. The king of all tourbillons is housed in a black DLC-coated titanium case and features a hallmark bottom-half display and full skeletonisation of the mechanism, bridge and markers.

Excalibur Spider Double Flying Tourbillon by Roger Dubuis; rogerdubuis.com

2. Considered one of the coolest watches in the world, the Zeitwerk now lets you hear and see time simultaneously with a decimal repeater that chimes hours, 10 minutes and every minute as well.

Zeitwerk Minute Repeater by A. Lange & Söhne; alange-soehne.com

3. Engineered with a 476-part in-house movement and 45-hour power reserve, this hardcore beauty has a moon phase accurate to 3,887 years—that's some serious science.

Duomètre Sphérotourbillon Moon by Jaeger-LeCoultre; jaeger-lecoultre.com

4. Only 175 samples of this hand-wound, eight days-lasting vintage celebratory edition of the iconic "Portuguese" will be re-produced. Luxury watch aficionados listen up.

Portugieser by IWC; iwc.com





5



6



7



8

5. The rotating bezel with graduated scale on this stunning watch is functional and aesthetically pleasing, along with its P.9000 calibre three-day automatic movement and three-day power reserve.

Luminor Submersible 1950 Carbotech by Panerai; panerai.com

6. It displays three time zones: local, home and world. And it does so by connecting the northern and southern hemispheres in the lower half on its dial. It's named after the famed Portuguese explorer.

Villeret Tourbillon Cylindrique Geosphères Vasco da Gama by Montblanc; montblanc.com

7. This imposing design is cased in platinum with leaf-style hands and the watch uses a 45-minute counter. It's limited to 26 pieces, celebrating 260 years of the oldest continuously operating watch brand in the world.

Harmony Tourbillon Chronograph by Vacheron Constantin; vacheron-constantin.com

8. The Clé is distinguished by its gorgeous new crown and beautiful size at 40 mm, a perfect example of Cartier's nostalgic designs. *Clé de Cartier by Cartier; cartier.com*

HEART OF FIRE

A modified bike worthy of chain-smoking and roughing up a hotel room.

by MICHAEL CRENSHAW





IF THERE WAS EVER A BIKE we'd ride on the back of with another man, it would 100 percent be this Harley Softail Slim modified by Rough Crafts (and the guy would be Jack Nicholson). Normally, we would only condone two grown-ass men riding a motorcycle together if they were back to back and the passenger was carrying a submachine gun. However, in this case, we'd make an exception—because even with the 76-year-old Nicholson at the helm, picking up chicks or seeming badass wouldn't be an issue. Hell, it might even help. What makes the Taiwanese Crowned Stallion so worthy is the ingenuity to assimilate American iron with modern Taiwan swagger. The gearheads over at Rough Crafts built the Softail to a buyer's exacting specs—gothic flair with vintage finishing. Sometimes gold can be tacky, but here it's perfectly executed. Now, if only we could find those smokes (and Jack) and go for a ride.



VIEW FROM THE REAR

An ultra wide angle rearview camera helps gain full situational awareness for the rider.

GPS MAPPING

The built-in GPS navigation and heads-up display system help the rider focus on the important stuff on the road.

VISOR POWER

Buttons to activate anti-fog, anti-scratch and anti-glare—all in one.

HEADS UP

The Skully AR-1 motorcycle helmet takes augmented reality to a new level by letting you view directions and the highway behind you without taking your eyes off the road.

The Skully AR-1 is one of the most talked about helmets in years because it is engineered to keep you aware and keep you safe.

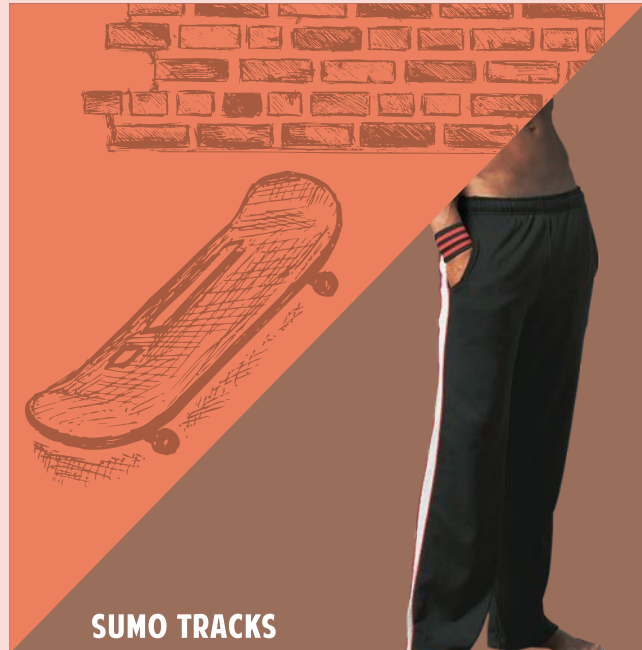
It features a Google Glass-style built-in heads-up display (HUD), a built-in rear-view camera, Bluetooth connectivity and a trick visor that tints electronically—all of which vastly improve the safety and situational awareness of riders when implemented properly. Skully's

patented HUD solution allows you to keep your focus on the road ahead while maximising 360-degree situational awareness of what's going on all around you on the top right corner of the visor. This means you can see more and react quicker, potentially avoiding danger before an accident occurs. The future never looked so safe or so cool. ₹93,000; skullysystems.com

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LEADING LADY IN THE
SOUTH, **AMY JACKSON**
RETURNS TO *MAXIM*
AND REVEALS WHY SHE
LOVES TRAVELLING
SOLO, CRISTIANO
RONALDO, YOGA PANTS
AND SOCIAL MEDIA.

by MEHER BAJWA

AMAZING

AMY



THIS PAGE

White Shirt by Zara
₹2,290; Allure lace
underwired brassiere by
Prelude at Intimate
Street ₹5,160; French
Folie knickers by
Clandestine at Intimate
Street ₹1,200; bracelet
by Fendi (p.o.r.);
bracelet by Cartier
(p.o.r.); vintage earrings
by Viange ₹5,000



IS

STRAIGHT OFF THE BAT WE'RE CONVINCED that British actress and mega model Amy Jackson has her dating game down pat. "I like a guy who's sure of himself. He's got to ask me out face-to-face, I'm quite traditional in that sense. I like handsome, bearded, brunette men who can crack a good joke or two. The first thing I'll notice about a guy is his eyes and then his shoes."

And she isn't into dating fellow models or actors, "Learning from past experiences I feel that it's better to keep your personal life separate from your professional life." She's also convinced she's meant to be with Real Madrid footballer Cristiano Ronaldo. "From day one, it's always been him. I like guys who are athletic as well as tall, dark and handsome—he fits the bill!" Sounds like a match made in good-looking heaven. So while she waits for the famous footballer to get back into the dating game (following his split with *Maxim* hottie Irina Shayk), Amy is busy filming multiple Tamil and Telugu films in India, jetsetting on modelling assignments and spending time with her two dogs, a cat and horses at home in Liverpool, England. She'll soon be seen in big-budget, Tamil romantic thriller Shankar's *I* which is set for release later this year. Despite being the biggest movie she's ever been a part of, Amy isn't giving in

to the overwhelming pressure. "Mr Shankar is a genius! I play the role of a Tamilian girl called Diya and I loved how he moulded me into the character. I had to learn to speak Tamil because he's a perfectionist a.k.a. no prompting allowed! Yes, every movie has pressure surrounding it to deliver and perform. I hate the thought of letting people down so I ensure that I'm always mentally and physically prepared for shooting—from my dialogues to my appearance."

One thing you won't find the former Miss Teen World doing is sticking to one place for long. "I was 16 when I started modelling and it was a dream come true to travel all over the world for shoots. I was in a different city every week and I loved it! I have a problem with staying in one place for too long. My mum jokes that I have a gypsy soul, so constantly being 'on the go' suited me." But if she were to be "tied down" for a little while, a solo stay in Cape Town, South Africa, would do the trick. She confesses, "I am fascinated with the history of the country and I'm also a big animal-lover. A safari trip is at the top of my bucket list. Also, I enjoy my own company because it lets me reconnect with myself and I get a time-out from everything else. I couldn't think of anything better than to experience a new culture and to discover something new



Knit bodysuit by Zara
₹2,890; 'Mise en Dior'
gold earrings ₹1,500 and
bracelets ₹1,500 (each)
all by Minerali



"I ENJOY MY OWN
COMPANY BECAUSE
IT LETS ME
RECONNECT WITH
MYSELF AND I GET A
TIME-OUT FROM
EVERYTHING ELSE."





THIS PAGE

Camisole by Promod ₹1,290; white knickers by Jolidon at Intimate Street ₹885; baroque pearl chain by Eina Ahluwalia ₹10,750; clic clac bracelet by Hermès (p.o.r.)

OPPOSITE PAGE

Sheer cover-up by Nishka Lulla (p.o.r.); Nostalgic push-up brassiere ₹3,435 and Nostalgic string knickers ₹1,300, both by Jolidon; bracelets by Cartier (p.o.r.)

about my own self at the same time.”

With 2,97,000+ followers on Twitter and rapidly-increasing 1,23,000+ fans on Instagram, it's safe to say Amy Jackson has a handle on social media. She even goes so far as to call herself a social media addict: “I must admit, I can get carried away. It's sad because most of us are addicted to our phones and we don't spend enough time living in the real world. On the plus side, I ban my phone from set until I finish shooting at the end of the day because it can be distracting.” At this point she giggles infectiously and reveals: “When I first started googling myself I used to feel guilty but I don't bother anymore. Now, a majority of the time, I read things that are completely unrelated to me anyway. #GossipQueens!”

Sundays are designated pyjama days for the spunky star. She explains, “You'd usually catch me in yoga pants when I'm relaxing at home. But I love to dress up too! Life's too short to wear boring clothes, you know?”

PS: Amy Jackson still sleeps with the light on because she's afraid of the dark. Knights in shining armour, armed with flashlights, may apply. **M**

STYLING
MANEKA
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HAIR AND MAKE-UP
MEHAK OBEROI
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LOCATION AT
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YOUR 2015-16

BIG M

GUIDE

I

IF YOU'VE BEEN
STASHING AWAY
SOME EXTRA CASH,
NOW IS THE BEST
TIME TO INVEST.
CHECK OUT THESE
CASH-RICH OPTIONS.

by NARAYAN IYER

ONEY



OKAY, SO WHO DOESN'T WANT TO BE RICH. BUT AS ANYONE WHO HAS MONEY KNOWS, INVESTING CAN BE AS RISKY AS IT CAN BE REWARDING. SO, IF YOU'RE A NEWCOMER, PLAIN KNOWLEDGE OR CAUTION CAN BE YOUR BEST FRIENDS. JUST LIKE US.

WHERE TO INVEST NOW?

If you have some extra money, and you want to invest it wisely, here are some ground rules and some great investment options for you, whatever the amount you wish to invest.

Basic rule: You need money to make more money. This is the consensus of most discussions involving investing. But how much money do you actually need to start investing? Not much, a few thousand rupees is all you need to get started. However, most of us assume that the rich are wealthy because they inherited money or were born affluent. Actually, many of them started near the inglorious bottom and there are many examples around—late business tycoon Dhirubhai Ambani, film star Shah Rukh Khan, cricketer Sachin Tendulkar and many, many more.

The reality is this: The entry barrier to investing is the same whether you earn ₹2 lakh a month or ₹2 lakh a year—you need a PAN card, a bank account and be KYC (know your customer) compliant to put your money into investments. It helps to be a believer in the statement, “Give a man a fish and you feed him for a day; teach a man to fish and you feed him for a lifetime.” Keeping that in mind, we’ll tell you how to invest your money, be it ₹1 lakh, ₹10 lakh or ₹1 crore, in a way that you don’t have to be a financial expert to understand the rules to making money.

ACE THE GROUND RULES

There is no easy route to wealth creation, but as long as you keep it simple there is no reason why you should not be able to grow

your money. But first, you need to understand the difference between “savings” and “investments.” According to the dictionary, money that is not spent is savings. It’s a simple concept, but by itself, it doesn’t get you very far. The basic reason? Money doesn’t retain its value. Prices rise and what was worth a hundred rupees last year is probably worth forty to fifty rupees this year.

BEAT INFLATION

It eats away at your savings, bit by bit. That’s why—apart from basic savings—you also need to invest your savings. Investment means putting your money into some form whereby it will yield some gains. Most of us are familiar with the “types of things” that we can invest in. These could be property, gold, bank deposits, shares and bonds. Anything that allows us to put money and see it grow can be called an “investment.” Investing over long periods of time will not just save you from inflation—it can also make you rich.

RISE ABOVE THE RISK

Investing can be as risky as it can be rewarding. Newcomers who start investing with over-optimistic expectations and without enough knowledge or caution always face the biggest problems. After all, every investment comes with its share of risks—the risk of losing value, which in investing parlance is better known as returns.

For instance, investment in real estate is perceived to be safe because it does not go down in value. However, what one forgets is the fact that real estate comes with its



FIRST STEP

Options for ₹1,00,000

A first step would be to maximise your tax saving to ensure that your money is deployed in the most tax-efficient manner. The option of instruments into which you can put your money to save taxes ranges from:

- ▶ Bank fixed deposits of five years
- ▶ EPF (Employee Provident Fund)
- ▶ PPF (Public Provident Fund)
- ▶ Premiums towards life insurance
- ▶ NPS (National Pension System)
- ▶ NSC (National Savings Scheme)
- ▶ ELSS (equity-linked savings scheme) which is a type of mutual fund with a three-year lock-in.

If you have ₹1,00,000 after having utilised the tax-saving option, the next best option is to start investing in balanced funds, which are a type of mutual funds that are less volatile, yet promising when it comes to the returns you earn from them.



BIG STEP

Options for ₹10,00,000

You should put your money in a mix of mutual funds and stocks. The mutual funds will ensure professional management and predictive returns on investment. In contrast, investments in equity are risky, but give you the opportunity to earn a higher return to grow your money. Depending on your comfort regarding risk, fix the amount of money you put in mutual funds. For instance, if you are not very comfortable taking risks, put more money in mutual funds.

Our recommended investment basket includes the following funds and stocks:

- › Franklin India Prima Plus Fund
- › Birla Sun Life Frontline Equity Fund
- › ICICI Prudential Focused Bluechip Equity Fund
- › HDFC Mid-Cap Opportunities Fund
- › DSP BlackRock Micro Cap Fund
- › D-Link India
- › V-Guard Industries
- › Cummins India
- › Redington India
- › Century Plyboards

For the sake of convenience, you can proportionately spread your money across these 10 options.





BIG LEAD

Options for ₹100,00,000

Given the amount of money at stake, you have a lot of options to consider, including a fun allocation like funding a start-up venture or buying a few lottery tickets on a whim. The mix of financial assets that you can deploy includes stocks, select mutual funds, real estate and alternatives like art and collectibles.

For early-stage real investment projects for 18–24 months, our recommended investment basket includes the following funds and stocks:

- ▶ SmartOwner
- ▶ 100floors
- ▶ 99acres
- ▶ MagicBricks for ongoing deals
- ▶ Motilal Oswal MOSt Shares
- ▶ Nasdaq–100 ETF
- ▶ ICICI Prudential US Bluechip Equity Fund
- ▶ TATA Growing Economies Infrastructure Fund
- ▶ Sharda Cropchem
- ▶ KPR Mills
- ▶ Abbott India
- ▶ Gateway Distriparks
- ▶ Wabco India

Select your spread of investments based on your preference, as a mix of these will achieve your objective of building wealth.

share of risks. Real estate investments are not liquid enough, by which we mean you cannot sell it as and when you please, unlike say, an investment in shares or mutual funds, which are up for trade every day and are “liquid” in that sense. The impact of risk with investments needs to be taken into consideration when investing.

SET YOUR TIME-FRAME

Another factor worth considering when investing is the investment time-frame. One may have an investment goal that targets two years ahead, or have retirement as a goal that is many years ahead. Each of these goals has different time-frames and dynamics, which in turn will help you decide the type of financial instruments you could invest in. In the case of retirement, it is best to deploy as much money as possible into equities by way of investing in shares and mutual funds. The long time-frame not only offers the benefit of rising above inflation—which beats the traits of equity investments—it also offers the benefit of the power of compounding over the long term.

DECIDE HOW MUCH YOU WANT TO INVEST

This is tricky, because how much money you have to invest will influence your comfort in taking risks and, in some way, the choice of investments. Just like what you can buy depends on the money you have, investments depend on how much you can set aside.

ALWAYS TRACK & REVIEW

It is not enough to put your money into investments and forget about them. To ensure they work towards building wealth, you should track your investment performance regularly and review the case for re-investing them at least once a year. This way, you will be on top of your investments, knowing when to exit which investment and when to enter a better option to meet your goals and needs.

CHART YOUR OWN COURSE

Yes, every investor has his own bias and preferences, just the way you may like spice depending on your palate. It’s similar to how

a doctor comes in to give you advice on diet or medication to cure a specific illness, your financial instruments need you to introduce changes and corrections to ensure that your money is growing with low to moderate risk.

We have put in a lot of thought into these recommendations of financial instruments, and consulted with experts who are renowned for their investing know-how. At the base of ₹1 lakh are the rudimentary tax-saving options available to every taxpayer who is looking to increase his tax savings, with the opportunity to earn some returns on this sum. In a way, the first ₹1 lakh you have can be utilised in all the instruments that we have suggested. Choose anything more depending on how much more you want to invest.

Once you cross this barrier, you can consider deploying your money in marginally riskier instruments, with a three-to-five year’s investment time-frame to even out the adverse effect of risk. You need not put your money in each of the five funds and five stocks, because you can use a proportional mix of the two—with at least four or five of them in all—so that your money can be put to work best for you.

If you have ₹1 crore to invest, you have a wider choice of investing instruments to consider, ranging from investing in a start-up to putting money in mutual funds. While you can incrementally choose from investments in the other two categories, the suggested lists include investments in real estate, stocks and international mutual funds. This spreads your money across a wide and diverse range, and allows you to stay invested for up to five years and earn handsome returns.

Forget that some wealthy people are born affluent or had connections—plenty of them started right where you may be now. So if you’ve finally saved up some extra money, it’s the perfect time to try your hand at investing. Who knows? It could be just the right trigger to building wealth for all the other temptations in your life. ■

Iyer is the Editor of Outlook Money.



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SORRY

I'M BEING SO NEGATIVE.
I'M A BUMMER. I SHOULDN'T BE.
I'VE GOT A LOT

* AND LET ME BE CLEAR, BY THE WAY.
I'M NOT SAYING THAT WHITE PEOPLE
ARE BETTER.

GOING FOR ME.

I'M HEALTHY.
I'M RELATIVELY

YOUNG,

I'M WHITE.

AND
THANK

GOD

FOR
THAT
SHIT.

THAT
IS A
HUGE
LEG
UP!

OH GOD,
ARE
YOU
KIDDING
ME?

OH GOD, I LOVE
BEING WHITE,
I REALLY DO.

SERIOUSLY, IF
YOU'RE NOT WHITE
YOU'RE MISSING OUT
BECAUSE THIS SHIT
IS THOROUGHLY
GOOD.*

*3 YOU GOTTA KNOW
THAT. WE'RE NOT JUST
GONNA FALL FROM
NUMBER ONE TO NUMBER
TWO.

THEY'RE GONNA
HOLD US DOWN

WHEEEE!

*2 I CAN GET IN A
TIME MACHINE AND GO TO
ANY TIME AND IT WOULD BE FUCKING AWESOME
WHEN I GET THERE. THAT IS EXCLUSIVELY A WHITE
PRIVILEGE. BLACK PEOPLE CAN'T FUCK WITH
TIME MACHINES! A BLACK GUY IN A TIME MACHINE IS LIKE,
'HEY, ANYTHING BEFORE 1980, NO THANK YOU. I DON'T
WANNA GO.' BUT I CAN GO TO ANY TIME! THE YEAR 2-
I DON'T EVEN KNOW WHAT WAS HAPPENING THEN
BUT I KNOW WHEN I GET THERE, 'WELCOME,
WE HAVE A TABLE RIGHT
HERE FOR YOU
SIR.'

'OH THANK YOU. IT'S
LOVELY HERE IN
THE YEAR, 2.'

I CAN GO TO
ANY TIME...

IN THE
PAST.

I DON'T
WANT
TO GO
TO THE
FUTURE

AND FIND OUT
WHAT HAPPENS TO
WHITE PEOPLE BECAUSE
WE'RE GONNA PAY
HARD FOR
THIS SHIT.*3

I'M SAYING THAT
BEING WHITE IS
CLEARLY BETTER.

WHO COULD?
EVEN ARGUE.

IF IT WAS AN
OPTION I
WOULD RE-UP
EVERY YEAR!

'OH YEAH
I'LL TAKE
WHITE

AGAIN,
ABSOLUTELY.
I'VE BEEN
ENJOYING
THAT, I'M
GONNA STICK
WITH WHITE,
THANK YOU.'

HERE'S
HOW GREAT
IT IS TO BE
WHITE:*2

AND FUCK US
IN THE ASS
FOREVER AND
WE TOTALLY
DESERVE IT.
BUT FOR NOW...

IS THIS THE FUNNIEST MAN IN THE WORLD?



CHRIS ROCK CALLS **LOUIS CK** THE FUNNIEST STAND-UP ALIVE. RICKY GERVAIS CALLS HIM BRILLIANT (HE ALSO CALLS HIM “A BIG, LUMPY, BALD SPOT,” BUT NOBODY’S PERFECT). HE HAS A CRITICALLY-ACCLAIMED SHOW, DIEHARD FANS, AND MAKES A FORTUNE EVERY TIME HE TAKES THE STAGE. SO WHAT’S THERE TO COMPLAIN ABOUT? **EVERYTHING.**

by JOSH EELLS

THIS PAGE

Louis in his natural habitat; having a blast with Ricky Gervais in *The Invention of Lying*; and breaking bread with Amy Poehler in *Parks and Recreation*.



T

THE FUNNY MAN IS BACKSTAGE AT A comedy club, talking shit about his local PTA. It's 9:15 on a Friday night, and Louis CK is in the green room at famed New York City laugh spot Carolines on the second night of a sold-out nine-show run. Two of the shows are benefits, with the proceeds going to his daughters' public school. It's a fund-raiser he does often, but lately it's kind of been bumming him out.

"The first two years I did it, a lot of parents were there," says the 43-year-old Louis, attacking a plate of chicken *quesadillas*. "But then the fund-raising people got a little shitty about it. They have a bunch of events, and this is the most popular, so they didn't really promote it. In the end it didn't matter—it sold out because I have enough fans. But it's nice to have some parents there, you know? They tell me, 'We don't want them to go to your thing and feel like they spent their fund-raising dollars, and then they don't come to the auction.' But it still feels a little shitty! Like, why don't I just write you a cheque for \$20,000? That's how much I raise—otherwise I'd just take it home. So really I'm just giving them money. But it's fine, I guess. Whatever."

And that, basically, is Louis in a nutshell: Blunt, loquacious, a little cocky, a little grouchy, and effortlessly, indignantly hilarious. And he's killing it. *The Office* cocreator Ricky Gervais calls him "the most honest and exciting stand-up in the US" and compares him to "an angry, blue-collar Seinfeld." Marc Maron, a stand-up comic who as host of the popular WTF podcast has interviewed hundreds of comedians, says Louis is one of the best. If you were to poll a group of professionally funny people

about their favourite comic, Louis would overwhelmingly be the answer. Even the great Chris Rock, one of Louis' oldest friends, admits he's been surpassed. "I gotta get on Louis' level," he says. "Louis hasn't thrown his arm out yet, so he's throwing really hard. He's got the belt."

For most people, being *the* man would probably be enough. But Louis also has a hit show, *Louie*, less a sitcom than a series of short films about his life—by turns funny, cringe-inducing, and unflinchingly real—is critically-acclaimed, and he's almost single-handedly responsible. He writes every script, directs every episode, even edits the show on his MacBook Pro.

And now here he is backstage between gigs, wiping sour cream from his goatee as he checks the baseball score on his laptop. He's dressed a little schlubby, in faded dad jeans and a blue polo that stretches a bit around the belly, with seedlings of red hair sprouting about his balding crown. Yet being unchic is part of what makes him lovable. As Gervais puts it, "The fact that he's a brilliant thinker and clearly a cool guy is nicely tempered by the fact that he's a big, lumpy, bald, ginger slob." (Louis doesn't shy away from his physical imperfections, either. In his act, he says his torso looks like "the stomach of a mother dog" and his flaccid penis is like "that horse that nobody brushes anymore.")

Louis has been a respected stand-up for two decades, but only recently has his star risen so stratospherically. He's also joined Rock, Gervais, and Seinfeld for *Talking Funny*, forming a veritable Justice League of modern stand-ups. Partly it was a matter of hanging around long enough. As he jokes, "I've been

not-20 for 23 years. I'm mathematically guaranteed to be interesting. One time a woman blew me and two days later she hung herself. You gotta stick around to get a story like that." But it's also because he's gotten fearless at what he does.

If you've heard of Louis CK, it's probably due to one of two things. The first: When he went on maybe the greatest drunken Twitter rant in history. It started harmlessly enough, at 6:18 on a random Wednesday: I'm on a plane to L.A. where I'm doing the *Tonight Show* Friday. I'm kind of hammered on rum n cokes. bad idea. But then he went on:

6:25 pm: I want to rub my father's cock all over Sarah Palin's fat tits.

6:35 pm: People think that Sarah Palin is really mean, but she has a family of Chinese poor people living in her cunt hole. Sorry.

6:45 pm: I am now drinking red wine. the shift button can suck my balls. i nevvve get drunk. Jews. iiiiii like em.

7:06 pm: @SarahPalinUSA kudos to your dirty hole, you fucking jackoff cunt-face jazzy wondergirl.

8:28 pm: night tweetsies. Sorry for it all. The rant got a lot of attention, because who doesn't love imagining a then-potential presidential candidate with a family of impoverished Fujianese residing in her vagina? But lost amid the hilarity was how eloquent the thing was. "Jackoff cunt-face jazzy wondergirl"? Shakespeare couldn't write a put-down that good. (Says Louis: "I remember thinking that it was poetry.")

The second? It was also on an aeroplane. Louis was taking advantage of some in-flight wi-fi, surfing YouTube at 30,000 feet, when the connection went down. His reaction—aggrieved outrage that morphed into disbelief at his own sense of entitlement—provided the seed for a routine in which he marvelled at our collective ability to bitch about things our grandparents would have considered miracles. He then performed the bit on an episode of *Late Night With Conan O'Brien*, and the resulting clip—titled "Everything Is Amazing and Nobody's Happy"—went viral. Suddenly Louis was a modern-day answer to Howard Beale, only instead of being mad as hell himself, he was basically wondering why everyone else was.

It's often said that a great comedian is one who speaks his mind about the subjects everyone else is afraid to touch. Louis is a comic philosopher who can change people's minds as well. "He's what observational comedy is all about," says Gervais—"not just saying what the audience is thinking, but saying something they'd never have thought but will now live by."

Maron, who's been close to Louis on and

off for decades, says he has that ability in the rest of his life, too. "Louis was always the guy who could make me feel better by putting things into perspective," he says. "I remember one morning—it must have been the late '80s—I was in New York, freaking out. I called Louis up, and I was like, 'Louis, I'm fucking losing it, man. I drank a pot and a half of coffee. I smoked half a pack of cigarettes. I jerked off twice, and I ate an entire pie. And it's not even noon yet.' And Louis said, 'What kind of pie?'"

You might not guess it from his name or skin tone, but Louis is part-Mexican. He was raised in Mexico City, the son of an American named Mary Davis and a Hungarian-Mexican Jew named Luis Szekely. (Pronounced "see-kay"—get it? That's what CK is for.) He still has his Mexican citizenship and passport, and he visits his *abuelita* as much as he can. Does he also *habla español*?

"Sí," he says. "*Es mi primera lengua. Pero no recuerdo mucho. Tengo las palabras de un niño.*" ("Yes. It's my first language. But I don't remember much. I have the words of a child.")

When Louis was five, his parents moved to Massachusetts, where they'd met years earlier as students at Harvard. (His mom was a computer programmer, his dad an economist.) But they divorced within a couple of years, and Louis and his three sisters stayed with their mom. Louis doesn't keep in touch with his father, nor does he have much interest in him. "We just had an awkward relationship," he says. "There was no default reason to be around him, so we would have to make time to be together, and it would be weird. I never cared for him much."

With a working mother trying to raise four kids, his family was pretty poor. "There wasn't always food, I remember that," he says. "A lot of hot dogs. Crackers. Hamburger Helper." When he was 14 he forged his birth certificate to get a job at KFC. "I stole from my friends' houses a couple of times," he says. "I was a weird kid."

After graduating from high school, Louis got a job in Boston as an auto mechanic. He also began hanging around comedy clubs. He started doing a few minutes here and there, and pretty soon he was pretty good. He ran with the famous Boston alt-comedy crew of the late '80s, people such as Maron, Sarah Silverman, and David Cross, and eventually he made the jump to New York, where he played clubs like the Comedy Cellar and lived with other comics in filthy apartments downtown.

After auditioning unsuccessfully for *Saturday Night Live*, Louis started to concentrate on writing. He'd been one of the original writers on *Late Night With Conan O'Brien* (he invented the Staring Contest) and

FUNNY PEOPLE THE GEN NEXT OF STAND-UP BRILLIANCE.



HANNIBAL BURESS

"We got interns at the job. You just tell 'em to do stuff. You gotta be nice, though. I had this cat fax something. I handed him a few pages, and I handed him another page. I said, 'Hey, man, fax something for yourself, too.'"



REGGIE WATTS

"New York is not a town for pussyfooters. It's not a town for people with pussies for feet. That'd be really gross... and exhilarating."



CHELSEA PERETTI

"I don't really care for three-legged dog owners. I don't understand why are there so many three-legged dogs now? Is there an alligator pit beside a dog run somewhere that needs to be taken care of?"



TODD BARRY

"I never understood the concept of summer school. The teacher's going to go up there and go, 'OK, class, you know that subject you couldn't grasp in nine months? We're going to whip it in six weeks.'"



TED ALEXANDRO

"I belong to a gym now. Well, let me rephrase that: I don't belong there at all, but I go."



also wrote for David Letterman and *SNL*. He went on to be the head writer for *The Dana Carvey Show* (where he led a dream-team staff that included Steve Carell, Stephen Colbert, Charlie Kaufman and Robert Smigel) and, when that show was cancelled after six episodes, also wrote for *The Chris Rock Show*.

"Every year they wanted me to fire him," Rock recalls. "His office looked like a fucking pigsty—if that's not an insult to pigs. He'd write his ideas on dirty napkins covered in snot—or in jizz, for all I fucking know."

But when it counted Louis always came through. "I know stories of Louis having a pitch meeting, having no ideas, having to figure out a movie on the way to the meeting,

and ending up selling the fucking movie," Rock says. "His mind just works that way."

In 2001, a sketch from *The Chris Rock Show* led to Louis' writing and directing his first big studio movie in which Rock co-starred, the cult classic *Pootie Tang*. But the studio took the final edit away from him, and the movie kind of bombed. (Although he and Rock note that it did make its money back.) After that, his movie opportunities kind of dried up.

"I guess he was upset a little," says Rock. "But it's never like, Oh, you gotta go cheer Louis up. After *Pootie Tang* he was shooting a short, he was writing shit... Louis's always doing something."

The fact is, Louis has a bit of an addictive

personality. He's always had issues with impulse control: Shopping, ice-cream, jerking off. One time he used a credit card to buy a BMW; after that he had trouble getting credit cards. But he also puts his appetites to work. "He can just finish shit," Maron says, "whether it's the ice-cream in the freezer or the 13 episodes of the show he's directing. He'll get himself into a completely overwhelming, impossible situation, and he will persevere."

This partly explains his explosion of productivity. "Most comedians get an act and latch on to it," says Rock. "They might add a joke or two here and there, but most guys—and I'm talking some of the most famous guys in the world—are doing the same acts for the last 15, 20 years." But a few years ago Louis decided he didn't want to do that. Now every year, he goes on tour with new material, perfects it—and then throws it out and starts from scratch. Such full-scale reboots in comedy are rare; five in six years is pretty much unprecedented.

He has also evolved in more substantive ways. When Louis started out, he was an observational comic with a penchant for the absurd. Maron calls his old approach "surrealistic—almost Dada-like." He'd do things like shriek into the microphone and say he was telling dolphin jokes, or do an impression of JFK as a hooker in Saigon ("Me so haaawny"). But in the mid-'90s he married a painter named Alix Bailey and had two daughters, and he began incorporating more of his home life into his stand-up. He talked about how frustrating marriage was. He told stories about his wife giving him sad hand jobs. (They're no longer married.) He called his kids assholes and said he loved them but wished they'd never been born.

In a later set, he spoke about giving his younger daughter the finger behind her back ("Try it. It makes you a better parent.") and telling her that if he wanted to kill her, "I could just go like this [mimes pinching her nose] for three minutes. You should thank me every day you wake up alive."

As a result, his shows have the kind of intimacy that only comes from exposing your darkest thoughts. It means you're real—and that the audience can trust you. "I think if there was ever a moment that defines his shift as a comedian, it was being honest about having to surrender the stage to these other beings," Maron says. "Not that he acts that stuff out or that he's a bad father. But those are real, selfish thoughts."

Louis' style is now more conversation than setup/punch line. He gets onstage and starts riffing, reeling off hilarious stories seemingly off the cuff. But as Gervais says, "The amount of work and craft that go into

LOUIS ON LIFE

HE SHOOTS STRAIGHT AND, WELL, DOESN'T MISS.

ON MALE-FEMALE RELATIONS

"If you're a woman and a guy's ever said anything romantic to you, he left off the part that would've made you feel raped just by hearing it. That's just the way we think: She is an angel, and I want her to drown in my come."

ON AGEING

"I'm always living in a 48-hour window of diarrhoea. Meaning I've either had, or will be having, diarrhoea somewhere within 48 hours. There are two diarrhoeas, and I'm just sliding between them."

ON RAISING KIDS

"I gave my daughter some bubblegum-flavoured medicine, and she said, 'Ewww.' Fuck you, 'ewwww'! You're a little white girl in America. You wear clothes made by children your age, professionally. You don't get to say 'ewww' about your bubblegum medicine."

ON RACE RELATIONS

"It's not like slavery ended and everything's been amazing for black people. Like the day slavery ended it just became parades and blow-jobs. If you meet a black person with gray hair, they remember when they were legally prohibited from drinking certain fucking water. And, by the way, white people suffered things that we're still coping with, too. Like when they took our slaves away."

looking that impromptu is immense." This night at Carolines, for instance, he tells a long, meandering tale about reading *The Adventures of Huckleberry Finn* to his daughters and having to teach them about the word "nigger," a real thing that actually happened just two nights before.

"The stuff about nigger is making these weekend audiences really testy," he says later. "But I know those bits are gonna be crazy killer when they're finished. Weapons-grade." The trick, he says, is not being afraid to go where the material takes you. "You just sort of hit a tipping point," Louis says. "It never would occur to me to think, Is that OK to say? If it's compelling, and it's got some juice to it, get it onstage right the fuck away."

Louie wasn't Louis' first time on TV. In 2006, he had a show called *Lucky Louie*, an honest, funny look at a middle-class American family, sort of like an R-rated *Honeymooners*. The show was great, but it had trouble finding an audience for itself, and it was cancelled after one season.

After *Lucky Louie* ended, he pitched another pilot to HBO that was basically a series made of vignettes and short films. Louis has been writing and shooting shorts for 20 years, mostly the kind of abstract, black-and-white, weird-arty stuff that plays at indie houses and film festivals. (Check YouTube for some of the best.) Meanwhile, he was also pitching the broadcast networks a more traditional sitcom, based on his life as a divorced dad.

According to John Landgraf, the president of FX, some of the networks offered Louis far more money to write his sitcom than FX did for the entire budget. But ultimately, he says, Louis wouldn't have been happy in a standard four-camera format. "I told him, 'Listen. I don't think the best use of you is to be Jim Belushi.' The lovable guy standing on a set in front of an audience in your living room—that's not what he does." Instead he proposed doing the two shows in one: Letting Louis shoot his shorts, but basing them around the particulars of his life.

Thus, *Louie* was born.

One chilly morning, Louis is standing on a sidewalk on Manhattan's Upper West Side, blocking out a scene for the upcoming season. The bit was called "Dog Man," and true to the show's fast-and-loose nature, he's not quite sure what he's going to do with it yet. ("Sometimes I just write moments," he says.) He positions a camera, gives an actor some last-minute advice. The camera starts to roll.

A kindly-looking old man is sitting on a bench, reading the paper and petting his dog. Louis, munching on a slice of pizza, approaches and sits down. The dog comes over and wags his tail. "Hey, pal," says Louis, petting him. He turns to the guy. "What's his name?" "Doesn't have one," the guy says, setting down his newspaper. "See, my wife died last year. I got this dog at a shelter. Sometimes at night I project my thoughts about my wife into him. So it's simpler if he doesn't have a name."

Louis stares at him blankly. "Sometimes," the guy goes on, "I put her—in my mind—into his body. And then I masturbate. Sometimes."

Louis stops petting the dog. He looks at the guy, shaking his head with a mix of "what the fuck?" and "well, of course." Then he gets up and walks away.

"Cut!" Louis says, laughing. "That was pretty good!"

The way the show works is, FX gives Louis a budget of about \$300,000 per episode, maybe a fifth of what a traditional sitcom costs. In return, he gets near-total creative freedom, with no one from the network seeing the episodes until they're finished. (When I tell Landgraf I visited the set, he says, "So you have seen more of the new season than I have.")

Soon the production moves into an apartment building across the street. This is where *Louie* (the character) lives. There are children's paintings on the fridge, and a pink backpack that says "lily" hanging on the wall. While the crew sets up, Louis sits by himself in a corner, plinking idly at a piano.

He's shooting this scene with the girl who

plays his younger daughter (thus violating in a single day both halves of W.C. Fields' famous maxim about not working with children or animals), a little blonde moppet named Ursula. Louis is good with her—directing her without being patronising, amused by her antics but not overly so. She likes him a lot, too. At one point between takes, she sneaks up and taps him on the arm. "Do you want to see something?"

"Sure," Louis says.

She does a high kick and holds her leg way up in the air. She's wearing ballet shoes.

"That's good!" he says. On the next take, he adds it to the scene. With such a small budget, Louis isn't getting rich off *Louie*. But that's not to say he won't. According to Landgraf, because he's a "significant profit participant," he stands to reap a small fortune from things like syndication deals. That's in addition to his stand-up income, which Louis happily admits has gotten "out of control... the amount I get paid by these promoters is crazy," he says. "I could make about \$100,000 in a night."

He hopes the show will stay on the air for years, but he also knows himself well enough to have an eye on what comes next. "I've accrued enough skills that I can move laterally out of this business," he says. "I know how to run a camera. I could teach production. I could teach writing. I've got a bunch of Boy Scout badges."

After a while it's time to wrap for the day. The show shoots Mondays through Wednesdays, so Louis can have time with his girls. He also got a new apartment, so he says he would take them shopping to decorate their new rooms. He'll also take them to Central Park and to see a puppet show. Then they'll all three go back home, where the funniest man in the world—a lot of people say so—will read his kids a bedtime story (possibly with the word "nigger" in it) and tuck them in and say good night. And then, as they're falling asleep, with the lights off and their little eyes closing, maybe—if he really loves them—he'll give them the finger. ■

LANA DEL REY
IS AMERICA'S
SULTRIEST AND
EDGIEST POP
MUSIC SENSATION.
BUT WHO IS
SHE REALLY?

by IAN DALY

photographs by NEIL KRUG



SEX, LIES, AND VIDEO GAMES



"WHEN I WENT DARKER WITH MY HAIR,
I DON'T KNOW WHY, BUT PEOPLE TOOK MY MUSIC
MORE SERIOUSLY. THERE'S A LOT TO BE
SAID FOR PRETENDING. YOU KNOW?"

LANA DEL REY,

AMERICA'S MOST ENIGMATIC, controversial, and seductive rock star, spent the morning in Los Angeles traffic, anxious, wearing one of her favourite minidresses—the navy blue cotton one—on the prowl for some fake palm trees she wanted as onstage props for tomorrow night's show in the Hollywood Forever Cemetery. It's the famed resting place of Rudolph Valentino and Fay Wray, and she felt certain some faux tropical flora would add the perfect finishing touch for these surreal final shows of her long 2014 tour. But she is home now and calm, at ease on the little deck just off her bedroom, hidden behind the tall hedges encircling her 1920s Tudor, freshly painted but stylishly in need of repair—Hollywood golden-age glamour gone slightly to seed—like a scene from *Sunset Boulevard* or, perhaps intentionally, one of her videos.

"I never saw myself in California," she tells me. Del Rey is as much provocateur as pop star, known for moody and lush songs about the intersection of sex and violence and money. The videos with which she made her name traffic in the faded imagery of American nostalgia and decline. She combines a classic, sultry beauty with a heavy dose of all-American alienation—the head cheerleader gone desperately wrong. A few years ago, she changed her name, changed her hair, discarded an entire album, left behind a world-beating partying habit, and started

anew. For someone like that, California seems an inevitable landing point.

"I had such a love affair with New York," she says of her days as a struggling chanteuse. "I loved all the history that came with it, the early '60s, Bob Dylan, and the Beat poetry era. I was always kind of looking for this big artiste revival, but I never really tapped into anything." She feels closer to that in Los Angeles, where she's found a few kindred spirits who share her fascination with "that early Laurel Canyon scene. Joni Mitchell, Neil Young...I tuned in to something here and never really wanted to leave."

HER TWO SHOWS AT HOLLYWOOD FOREVER mark the end of a year of nonstop touring in support of *Ultraviolence*, a follow-up to 2012's *Born to Die*. *Ultraviolence*, recorded in Nashville with a seven-piece backing band, is rock-tinged and guitar-heavy but still replete with Del Rey's trademark hope-she's-joking songs like "Fucked My Way Up to the Top." Most weirdly: Critics raved about the thing.

It's a stunning turnaround for an artiste who spent the nascent portion of her career inspiring more confusion—and sometimes pure vitriol—than adoration. She emerged from the American pop-cultural slipstream, goes the story, fully formed, with the gorgeous Super 8-inflected video for "Video Games" and a two-song EP. Accompanying these was an

impressionistic (some would say *too* impressionistic) backstory with wild chapters on alcoholism, a stint in a New Jersey trailer park, and a litany of destructive relationships with older and at times awful men.

Then came the backlash. It started with her admittedly strange *Saturday Night Live* performance in 2012, in which she seemed to be channelling a heavily medicated Marlene Dietrich. Music bloggers went on the attack, calling her "talent-starved," an "unconvincing work of fiction," and an "annoyingly faux minx." But here's the thing: People became entranced. Her debut album sold seven million copies worldwide, and *Ultraviolence* debuted on iTunes at number one in 80 countries around the world. Her concerts became frenzied pop-culture events.

These days Del Rey tends to shrug off criticism about her altered appearance or the veracity of her persona. She concedes that "when I went darker with my hair, I don't know why, but people took my music more seriously." The same thing happened when she changed her name from plain Lizzy Grant to Lana Del Rey. It opened things up for her, freed her.

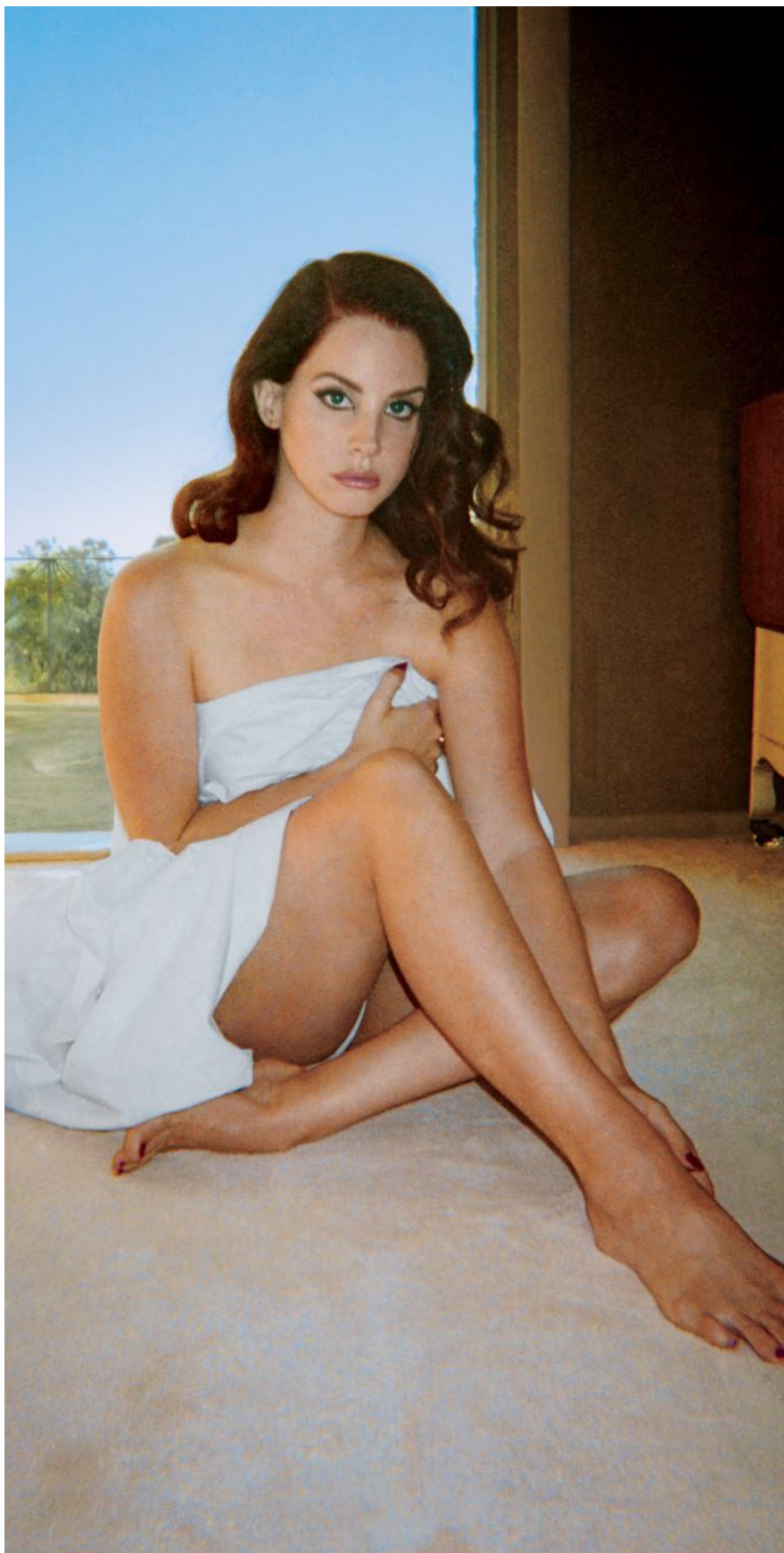
"There's a lot to be said for pretending," she says. "You know?"

LANA DEL REY ONCE DESCRIBED HERSELF as a "gangsta Nancy Sinatra," and it's a fairly apt description of her music. Her songs, steeped in '90s trip-hop and rounded out with lush '60s strings, are like dioramas: tiny, insular worlds where the atmosphere is more important than the facts. Much like her life.

Del Rey's parents dropped out of the New York City advertising game when she was a baby and raised her and her two younger siblings in rural Lake Placid. She was purportedly a wildly rebellious kid who partied hard as a teen until her parents sent her away to boarding school to straighten up. She didn't start writing songs until she was 18.

"I was in college in the Bronx [at Fordham], and I didn't know what to do with myself," she says. "Everyone was going out drinking, so I had to try to find something else." She started hitting the open-mike nights in Brooklyn, and her mostly traditional girl-pop was compelling enough that in 2007, while still a senior, she signed a record deal with an indie label. Then, a complete reboot: She bought herself out of that contract, trashed the album she had cut, destroyed all traces of the woman she had been, and tried again.

So she wasn't exactly an overnight sensation, not really, and Del Rey doesn't like the idea of it much anyway. "For me, there really wasn't reinvention. That is more of other people's reinterpretation. I feel so much



continuity between all my music and all the videos.” She describes her frustration at her first label and the need to break out. “I really wanted to keep making music, but my label had shelved my records for two years. And I...I knew what I wanted to do. I wanted to incorporate cinematic strings with a heavier, nastier sound and lyrics.”

That nastiness pervaded her new identity as well. Lizzy Grant was all about blond sweetness, but Lana Del Rey flaunted her obsessions with fatalism, death, seediness, and danger. In her 2013 short film *Tropico*—a swirling dreamscape suffused with Latino gangsters and strippers—Del Rey cast herself as an erotic dancer with a double-teardrop tattoo. Some criticised her for reinforcing stereotypes of Latinos as thugs and criminals. But Del Rey sees it as a version of herself.

“I live in East L.A., and I speak Spanish,” she says. “The girls who work in the club in the video are my friends, people I knew before I became a little more well known. Like, I’ve always spoken Spanish in all my songs the past few years. So for me, personally, it’s not a far-out-there reference.”

That’s all fine, except that, well, she doesn’t live in East Los Angeles or anywhere near it. Not all of her songs have Spanish in them. And saying that some of your best friends are Latino...Let’s just leave that one alone.

Del Rey isn’t about to apologise for anything, but it’s clear that she feels misunderstood. “I’m missing the mark in terms of having comrades and being aligned with a musical movement,” she says. “But I definitely feel like what I come up with musically is on the pulse of what is relevant.”

And that, after all the speculation about her nature, background, and intentions, is what matters. It’s beyond the point if she really meant it when she said, “I wish I was dead already” or “Feminism is just not an interesting concept” or, if one of her most notorious songs is to be believed, her reproductive organs taste like a certain well-known soda (look it up). Everything has been asked and answered, by the critics and the online trolls and the endless writers of endless knee-jerk think pieces. The music and the images are too good to get trapped by such considerations. And if her trajectory as an anti-pop pop star proves anything, it is that her art, sincere or otherwise, is hers and hers alone. ■



HER SONGS ARE LIKE DIORAMAS:
TINY, INSULAR WORLDS WHERE THE
ATMOSPHERE IS MORE IMPORTANT
THAN THE FACTS. MUCH LIKE HER LIFE.



THE REAL MAN'S STYLE GUIDE

THIS MONTH MAXIM GOES BACK TO THE BASICS. WE ROUNDED UP A PANEL OF A-LIST FASHION EXPERTS FOR A STEP-BY-STEP RULEBOOK THAT THROWS LIGHT ON THE GAMUT OF STYLE FAQs THAT MATTER THE MOST TO YOU.

by MEHER BAJWA

STEP 1—IDENTIFY YOUR OWN BRAND OF STYLE

Miss Malini: Personal style constantly evolves and is a product of your experiences, comfort and depends entirely on how one chooses to express it. At Team Miss Malini we believe that the easiest way to nail your signature style is to find the middle ground between trends and a range of looks that feel like the best version of you.

PS Bhavana: Style is about working on a proportionate mix of identity (what you really are), persona (what you think you are) and image (what others perceive you to be), and then letting parts of this trio manifest in tangibles like clothing and accessories. So, personal style can only be determined when it matches your personality, profession and lifestyle.

Maneka Harisinghani: Be yourself. Discover your preferences and where your comfort zone lies. Dress according to the occasion. More important, do not imitate anyone else—you've got to be stylish in your own way.

Manou: I think taking a close look at the clothes in your wardrobe or looking at what you are wearing in old photos of yourself will give you a good idea of what you like and dislike. If all else fails just ask a close girl friend who has great taste!

Samant Chauhan: Understanding your body type is the most important aspect of developing a personal brand of style. Don't wear things that don't fit—loose or tight!

STEP 2—GATHER THESE WARDROBE STAPLES

A) Casual outings

Miss Malini: A crisp pastel linen shirt, pop-printed socks, vintage wayfarers, a soft knit scarf and comfy suede loafers will have you good to go.

PS Bhavana: An off-white linen shirt, indigo jeans, a kurta-shirt, a pair of chinos or khaki pants, and a bright collared tee.

Maneka Harisinghani: You need a basic white T-shirt, blue jeans, urban sneakers, a chambray shirt and a pair of shorts.

Manou: Every guy needs dark blue jeans, tailored cotton pants, round-neck tees and plaid shirts.

Samant Chauhan: A basic white shirt with blue jeans and moccasins or a polo-neck T-shirt with jeans should do the trick.

B) Working the nine-to-five

Miss Malini: Your wardrobe needs a slim, navy blue or chocolate toned blazer, a crisp dress shirt, a pin-striped tie, vintage cufflinks, a printed pocket square and brogues.

PS Bhavana: Invest in a charcoal black, slate grey or midnight blue suit, French-cuffed white shirts, flat-fronted camel, ecru or beige trousers, micro-print silk ties or ethnic-printed cravats.

Maneka Harisinghani: Stock up on dress shirts, fitted blazers, dress pants, matching tie and belts.

Manou: Go all white or all black or all linen.



CLOCKWISE FROM THE TOP: Paul Newman; stretch cotton shirt by Burberry; beige pants by Thomas Pink; dress shoes by Corneliani; sneakers by DC

It depends on the time of day.

Samant Chauhan: All you need is a tailor-made suit and Oxford shoes for important business meetings.

C) Evening soirées

Miss Malini: A fine block but subtly printed shirt. A well-fitted waistcoat, a slim brown leather belt, a vintage dial watch and a pair of well-fitted denim jeans in a dark tone.

PS Bhavana: Slim-fit denims, subtly-quirky but self-printed white or coloured shirt, black, long Nehru jacket with matching trousers, double-breasted suit, and Jodhpur pants.

Samant Chauhan: Lapel suits or tuxedos with bowties or pencil ties for formal parties.

STEP 3—THINGS TO KEEP IN MIND WHILE SHOPPING FOR:

A) A dress shirt

Miss Malini: The fabric has to be one that lets

your skin breathe.

Maneka Harisinghani: Avoid billowy shirts, instead go for a slim-fit shirt with a stiff collar and cuffs.

Samant Chauhan: The shirt should fit you properly, and if you have a beer gut avoid slim-fit shirts.

B) A blazer or suit jacket

Maneka Harisinghani: A structured blazer is all you need. Choose light-weight fabrics such as linen and cotton for summers and corduroy for winters.

Miss Malini: The shoulder fit. When in doubt opt for the single-breasted jacket and dress it up with a fun pocket square.

C) A classic pair of jeans

Samant Chauhan: Fit and comfort level are the most important while shopping for jeans because it's something you're probably going to wear every day. Your jeans should not be

THE MAXIM STYLE COUNCIL



TEAM MISS MALINI

Malini Agarwal, founder of celebrity, entertainment and fashion website MissMalini.com, Marvin D'Souza and Anushka Mulchandani.



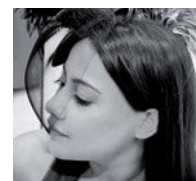
PS BHAVANA

She's an ex-magazine editor, freelance fashion journalist and founder of her own design label.



MANOU

Photographer and street style blogger at WearAbout.com, Manou believes in the power of pictures and fashion.



MANEKA HARISINGHANI

Maxim contributor (she styled Amy Jackson in the cover story) and stylist to the stars.



SAMANT CHAUHAN

Acclaimed fashion designer and style guru to countless young men and women.

"I'VE ALWAYS LOVED OLD MOVIES AND MY STYLE HAS BEEN INFLUENCED BY THE LEADING MEN OF THE '50S AND '60S LIKE CARY GRANT, STEVE MCQUEEN AND PAUL NEWMAN."
—RAHUL KHANNA



Z Zegna and
Dsquared2



a skinny fit.

Maneka Harisinghani: Classic straight fit jeans will suit any body type, so you can blindly pick one for yourself.

Miss Malini: It's all about that base! While trying on a pair of jeans, pay attention to the fit on the hips and the butt.

D) Dress pants

Maneka Harisinghani: When in doubt, opt for tailored black pants that fit you well.

Miss Malini: The length of the legs are important and that's where most men get it wrong. The hem has to touch the mouth of the shoes and not drown it.

Samant Chauhan: The fabric is the most important thing while shopping for pants. Opt for wool, rayon or polyester blends.

E) Ties

Miss Malini: Stay away from pop prints if you aren't sure—you need to have the personality to match it.

Maneka Harisinghani: A solid-coloured, broad silk tie is a versatile piece that can be paired with any outfit.

Manou: Whatever you pick, it shouldn't be too loud.

STEP 4—MAKE USE OF YOUR WINTER WARDROBE IN SPRING

Miss Malini: Make use of light-knit fabrics in

tees and jackets. Scarves and moccasins are the best weapons in your arsenal of transitional dressing.

Maneka Harisinghani: You can spruce things up by pairing a light cardigan with a check shirt and bright shorts along with moccasins.

PS Bhavana: Fine-knit crewneck sweaters or cardigans can be worn over your shirts or tees to beat the artificial chill of air cons in conference rooms.

Samant Chauhan: Wear cotton pullovers and Nehru jackets through spring.

STEP 5—BE MINDFUL OF YOUR COLOUR GAME

Miss Malini: Avoid red pants. They're not everyone's cup of tea. Try out mustard yellow and dark tones of green. These are chic yet masculine. More universal options are versions of deep blue, indigo and ink.

Maneka Harisinghani: Avoid very bright pink tones. You could start experimenting more with bold colours such as bright orange and wine red, though.

Manou: Style is very subjective. If pink, orange and yellow are your thing, go for it. I personally like black, grey and white. They're probably the safest and simplest options. Try what you like and go for the colours that suit your mood and are an

extension of your personality.

PS Bhavana: Ideally, most men should avoid top-to-toe neutrals or pops and neons.

Whites, blacks and cousins of beige (in that order) are a must in any form. Try muted hues without fear, but break them with brights. Pink—if you rock it with masculine or minimalistic style lines, it can create magic.

Samant Chauhan: Neon colours don't look good on most guys. Avoid the usual suspects like white, grey and black. Play with colour!

STEP 6—KEEP AN EYE ON SPRING/SUMMER'S BIGGEST TRENDS

Maneka Harisinghani: Denim all the way—it's basic yet versatile and can be styled in numerous ways. For extra edge triple your denim game with a denim shirt paired with jeans and a denim jacket and boots.

Manou: One of my favourite looks is a short, half-sleeved, solid-colour tailored jacket over a shirt—I saw that at Poco and Jacky's collection at Lakmé Fashion Week. Wear it with tailored pants.

Miss Malini: This summer is all about indigo as documented by Rajesh Pratap Singh's Blue Blood. We suggest you play the trend strong with a pair of deep indigo trousers balanced with a light grey light-knit cotton tee and an oxblood belt. Or play cool with a white slim tee and denim shorts with a patent leather



CLOCKWISE FROM LEFT:
Runway look by Rajesh Pratap Singh; Farhan Akhtar; runway look by Bottega Veneta, Ayushmann Khurrana; Steve McQueen; Rahul Khanna

backpack. If you want to make a statement, find an ink splatter printed shirt and team that with a pair of joggers—which are the coolest thing on the streets right now!

PS Bhavana: Ethno-chic is big right now. You could club a bullet (*kurta*-style) shirt with a linen blazer, easy pants and slip-ons. Another option is a long, solid-coloured *kurta* with slim-cut denims and strappy leather sandals.

Samant Chauhan: There's this interesting trend I've spotted where you match your shoe laces to your tie!

STEP 7: FIND STYLE INSPIRATION

Miss Malini: Rahul Khanna has great control on the classics. He tells us, "I've always loved old movies and my style has been influenced by the leading men of the '50s and '60s like Cary Grant, Steve McQueen and Paul Newman. I tend to gravitate towards understated, classic tailoring and am particular about small details like fit and proportion." Ayushmann Khurrana always has fun with clothes in his films and in real life. He tells us, "For me style/fashion is like a mood swing. I wear my mood. If I'm pensive I stick to basics, and if I'm full of energy I may go slightly radical with my outfit."

Maneka Harisinghani: Ranveer Singh knows how to take educated fashion risks. I love the fact that he's experimenting right now and

that he brings a fresh vibe with every new look he tries.

Manou: I mostly like the styles of characters from films. Guys like Gregory Peck, Paul Newman, Bob Dylan, David Byrne and Ben Whishaw are cool and I like them for their confidence.

PS Bhavana: Farhan Akhtar has an easy-going style which is true to himself as he opts for toned-down and earthy looks suiting his intellectual personality.

Samant Chauhan: I personally like Amitabh Bachchan's style because he's been able to carry off all kinds of clothes and always look good.

STEP 8: LEARN THE RULES OF GOOD STYLE

Miss Malini: Keep your outfits simple but strong, always smell incredibly sexy and pull your socks up!

PS Bhavana: Avoid bragging visually through your clothes. Invest in a set of structured formal, semi-formal and sporty-casual silhouettes with perfect fits and cuts.

Let the focus lie on the fabrics in all ensembles rather than surface decorations.

Maneka Harisinghani: Always know your fit, keep it classic, but be experimental from time to time.

Manou: You've got to be well-groomed, that's

probably most important. Once you've got that covered just be confident and keep a straight back!

Samant Chauhan: Your shoes should always be sparkly clean and polished. Stop avoiding important accessories like ties, belts, and cufflinks. Always carry a pair of aviators in your travel bag.

STEP 9—CONGRATULATIONS! YOU ARE NOW READY TO IMPRESS WOMEN. READ ON...

Maneka Harisinghani: Any woman would fall for a guy in a black tuxedo. It is a classic outfit that completes a man.

Manou: By wearing something simple, well-fitted and well-pressed! Extra points if it's clean.

Miss Malini: It's about not trying too hard: Show up in a heavily printed shirt and some overpowering cologne and she's not going to give you a second look. A crisp white slim-fit shirt and dark wash jeans could work wonders, but don't forget to splash on a little sexy, subtle cologne.

PS Bhavana: Any silhouette or look, as long as it is worn with steely confidence, will impress a woman.

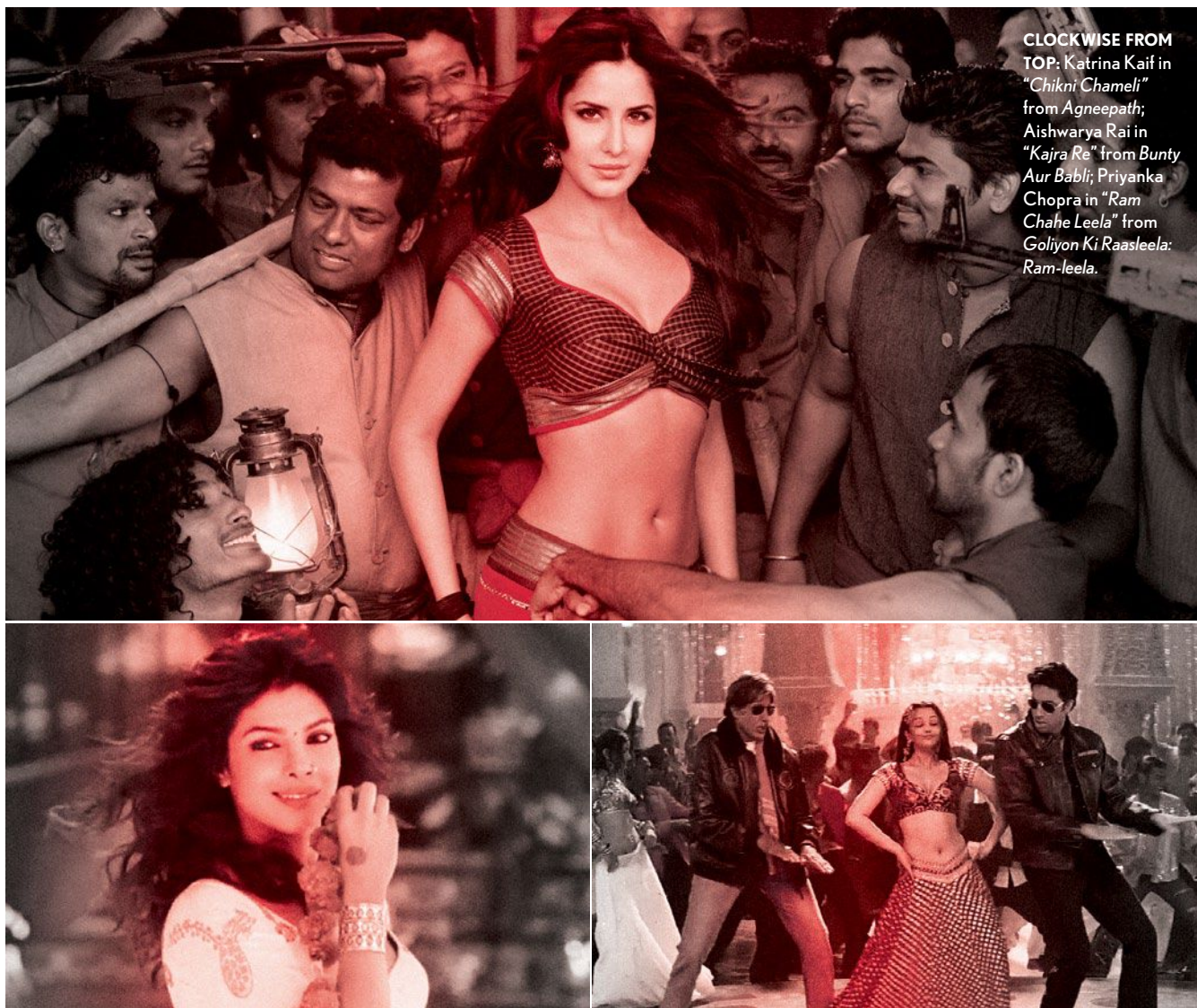
Samant Chauhan: Every woman's got different taste but what matters more than anything else is how you present yourself. ■

CLASS? MASS?
IS 'ITEM' GIRL
A SIMPLE TAG?
OR IS IT A SOLID
STATEMENT?



FROM CABARET DANCERS TO 'ITEM' GIRLS,
FROM HELEN TO MADHURI, MALAIKA AND JOHN,
MAXIM EXPLORES THE GENESIS OF A CONCEPT
THAT HAS BECOME A CERTIFIABLE PART OF
HINDI CINEMA'S 100-YEAR LEGACY.

by ANNA M.M. VETTICAD



CLOCKWISE FROM TOP: Katrina Kaif in "Chikni Chameli" from *Agneepath*; Aishwarya Rai in "Kajra Re" from *Bunty Aur Babli*; Priyanka Chopra in "Ram Chahe Leela" from *Goliyon Ki Raasleela: Ram-Leela*.

S

SHE MAKES "SHEILA KI JAWANI" AND "MUNNI Badnaam Hui" seem like tame kindergarten fare. Madhuri Dixit's "Ghagra" is *purdah*-esque in comparison with her minuscule costumes. Anarkali created a stir when she left Salim's bylanes and went to the disco in *Housefull 2*, but this lady has no qualms about heading anywhere.

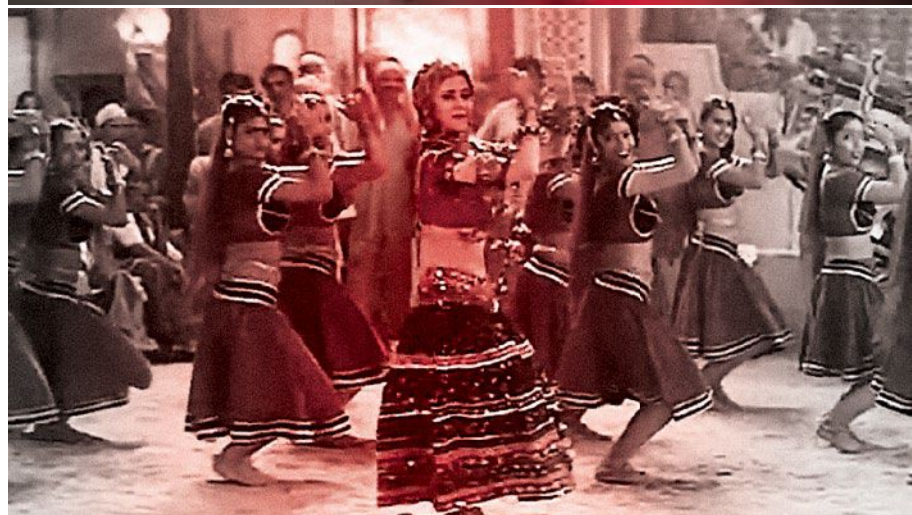
As she now carves out a career for herself in Bollywood, international porn star Sunny Leone is redefining suggestiveness and sexual innuendo for Hindi film audiences. Along with box-office success playing the lead in two mainstream Hindi films so far—*Jism 2* (2012)

and *Ragini MMS 2* (2014)—she has also sent temperatures soaring to equatorial levels with a couple of hit song-and-dance cameos, or what are popularly known as 'item' numbers. The choreography for the song "Laila" in *Shootout At Wadala* (2013), for instance, was designed to simulate sexual intercourse, with Leone rotating her hips and chest directly at the camera throughout, and the hero John Abraham at one point pulling her onto himself, as she wraps her legs around him and the couple grind their hips back and forth in unison.

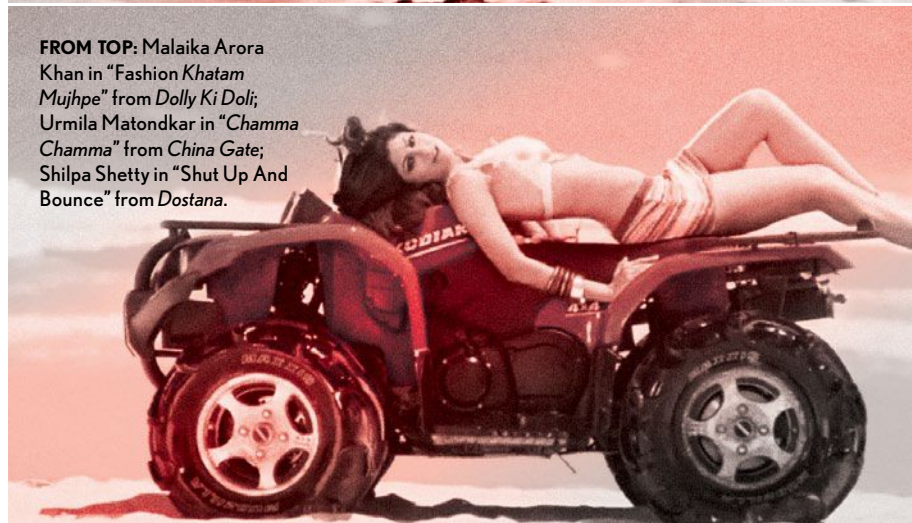
Those are moves that top mainstream

heroines matching Abraham's stature would be unlikely to take on as they do a constant balancing act between what is raunchy and what is deemed respectable. This has given Leone a unique position in Bollywood as the go-to girl for directors seeking an actress with less inhibitions than the average Hindi film heroine but more familiar to viewers than a regular newcomer—and make no mistake about this, though few will openly admit it, many in the Indian audience know her well from her earlier avatar. The Canadian-Indian hottie has no intention of returning to pornography, though, and 'item' songs are a great way of remaining on the radar with a minimum investment of time. "Everything is a stepping stone to something else. If I wasn't a model in the adult entertainment industry then I wouldn't be in Bollywood," she says, letting on that she is currently contracted to do seven Hindi films as the lead. As she works towards establishing herself as a mainstream heroine, 'item' songs are her brand ambassadors.

From cabarets of the black-and-white era to today's 'item' numbers, music and dance have been an intrinsic part of the Mumbai film industry from its inception. While Bollywood has had a fair share of heroes who are talented dancers (Shammi Kapoor, Jeetendra, Shah Rukh Khan, Salman Khan, Hrithik Roshan and many in the present generation), women have dominated this area of filmdom. Today there are three types of Hindi film dancers: first, women who are known only for 'item' numbers; second, heroes and heroines who do erotic and other numbers in films which feature them as leads; third, numero uno female stars—and occasionally male stars—who do song-and-dance guest appearances for various reasons in films in which they don't play the lead. Madhuri Dixit-Nene, for example, unveiled her Bollywood comeback after a six-year break dancing to the song "Ghagra" in 2013's *Yeh Jawaani Hai Deewani*, which she followed up with two leading roles in 2014. To help publicise his maiden production *Vicky Donor* (2012), Abraham danced with the lead pair in the song "Rum Whisky" accompanying the end credits.



FROM TOP: Malaika Arora Khan in "Fashion Khatam Mujhe" from *Dolly Ki Doli*; Urmila Matondkar in "Chamma Chamma" from *China Gate*; Shilpa Shetty in "Shut Up And Bounce" from *Dostana*.



TODAY, MOST BOLLYWOOD LEADING LADIES—AND SOME LEADING MEN—HAVE DONE ‘ITEM’ SONGS.

Today that third category is an accepted slot. Not so in 1999 when actress Shilpa Shetty did a guest appearance with the song “*Main Aayee Hoon UP Bihar Lootne*” in Ram Gopal Varma’s production *Shool*. The leading lady of *Main Khiladi Tu Anari* (1994), *Dhadkan* (2000), *Phir Milenge* (2004) and *Life In A Metro* (2007) admits frankly: “I did “UP Bihar” because I was going through a low phase at that point. I honestly didn’t have much work. I was doing one film—Dharmesh Darshan’s *Dhadkan* which was four years in the making before its release—when Ramu told me about this brilliant song. I love dancing and thought it’d be nice to do a song despite not being part of a film. I did it for the mileage. I didn’t want people to forget me. It’s as simple as that.”

Darshan, she recalls, was upset because her *paan*-chewing coquettishness, rustic persona and unabashed hip-swinging for that song were a contrast to her sophisticated image in *Dhadkan*, which he felt would suffer as a result. However, he turned out to be wrong since *Dhadkan* was released the following year to box-office success, bringing Shetty critical acclaim, putting her career back on track and turning conventional notions about heroines on their head.

Though no one seems to be sure, it’s possibly around this time that the term ‘item song’ entered the Hindi cinema lexicon, as a reference to a highly glamorous song-and-dance number, most often unrelated to the primary plot of the film and featuring a star—usually female, sometimes an unknown, sometimes a heavyweight—who has no role in the rest of the story. Most chroniclers of cinema link the coinage to derogatory Mumbai slang, which describes attractive women as “items”. A very few take a kinder view, tracing the genesis to one of the English usages of “item”, as in “items on a programme”.

Be that as it may, in the years following “UP Bihar”, many struggling acting aspirants, big-ticket models and established actresses boarded this vehicle. In 2005, former Miss World Aishwarya Rai made a guest appearance in Shaad Ali’s *Bunty Aur Babli* for the song “*Kajra Re*” with her future father-in-law and husband, Amitabh and Abhishek

Bachchan. “*Kajra Re*” was a triumph that has possibly even overshadowed the film’s gifted heroine, Rani Mukerji, in public memory.

And so, nine years after *Shool*, when Shetty danced to “Shut Up And Bounce” for friend Karan Johar’s production *Dostana* (2008), such numbers had become standard practice. Today, most leading ladies—and some leading men—have done ‘item’ songs. Many feminists decry the term. So does Shetty who finds it “denigrating,” but the concept and expression seem inescapable for now.

Before the baptism came the birth. Veteran film journalist Rauf Ahmed traces the ‘item’ number to an earlier generation when such songs didn’t have a specific name or slot on the Bollywood mindscape. Ahmed recalls that producer-director Feroz Khan had recorded “*Pyar Do Pyar Lo*” on a lavish set with actress Rekha for a film that was ultimately shelved. When he made *Janbaaz* (1986) starring himself, Anil Kapoor, Dimple Kapadia and Sridevi, he inserted that number into this new project. The song became popular and Rekha unwittingly became a precursor to today’s ‘item’ girls.

In many ways, the story of the ‘item’ song tells the history of music and dance in Bollywood. The 1930s-’60s were a period of a clear demarcation between the heroine and vamp, the good girl (played by a lead actress) and bad girl (a supporting actress), the *ghar ki aurat* (woman of the house) and the other woman, the girl who danced for her man alone and one who danced for herself or anyone who was willing to watch. In those days, the heroine would usually be a sari- or *salwar kameez*- or *sharara*-clad woman, exemplifying what were projected as Indian values: demureness, virtual asexuality. If she did wear Western clothes, she favoured trousers and sedate dresses. Songs and dances featuring her would be staid and woven into storylines or introduced on socially acceptable plot pretexts such as charity shows or college functions.

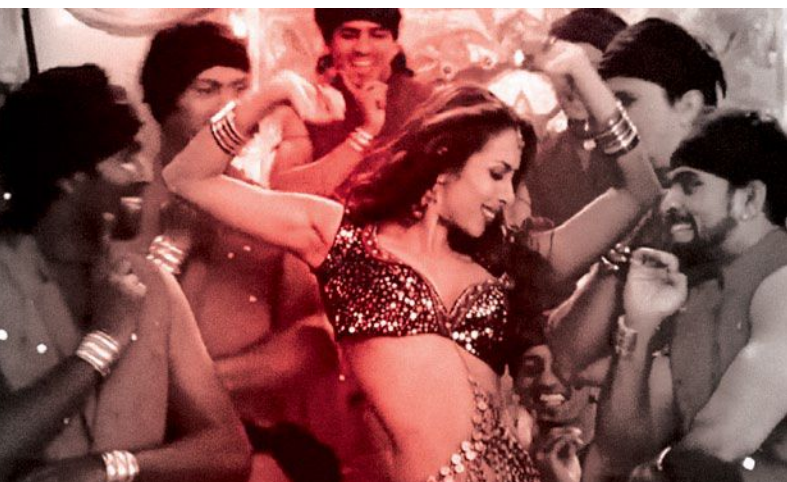
The legendary Vyjayanthimala’s dance performances were mostly derived from classical Indian dance. Her flirtatious freestyle routine in *Sangam* (1964) with the naughty

song “*Buddha Mil Gaya*” was a rarity for a heroine of the time, prompting her husband in the film (Raj Kapoor) to say: “*Chhee chhee chhee, mujhe to dekh-ke sharam aa rahi hai* (Yuck, I’m embarrassed just watching you).”

In those days, seduction was portrayed through women presented as the anti-thesis of Indian femininity, usually in Western attire, smoking, drinking, never coy, dancing in restaurants, nightclubs, seedy bars and gangsters’ dens. Many of these performances came from actresses who did just song-and-dance cameos. Not coincidentally, women of Caucasian or part-Caucasian descent had the greatest success in such roles, their facial features perhaps reassuring the Indian public that the nunnish *desi* woman was safe. It helped to have an Anglicised name (such as Cuckoo Moray, the dominant dancing diva of the 1940s and ’50s) and the characters they played would rarely be called Savitri, Sita or Gita; they would almost always be Lily, Rosie, Mary, Rita and so on.

The most successful actress of this phase was the Burmese-French-Spanish Helen whose career spanned three decades from 1951, overlapping with a subsequent era marked by less virginal heroines. Helen tried her hand at leading roles but failed. As a dancing star, though, often appearing in a film for a single song, her success was unmatched. While heroines were covering up their bodies and going to the temple, Helen was taking off her clothes and going to bed. She wore thigh-revealing skirts with bustiers, feathers in her hair, flamboyant makeup and outlandish jewellery.

The era of the dancing star and vamp continued till the end of the 1980s with Bindu, Jayashree T., Aruna Irani, Padma Khanna and others enjoying varying degrees of success. As *Sati Savitri* heroines began to appear alien to a new-generation audience, it became more acceptable in the 1970s and ’80s for the heroine to do things that were once seen fit only for women viewed as the other. “It was with Parveen Babi and Zeenat Aman that the crossover happened between what the heroine would do and what the vamp or dancer would,” says Jerry Pinto, author of



Helen: The Life And Times Of An H-Bomb. “In *Qurbani* (1980), the hero Feroz Khan walks into a bar where his lady love (Aman) is dancing for the pleasure of the public, and instead of throwing a fit, he smiles at her and winks, as if saying, ‘Well, you’ve got it and you’re flaunting it. That’s lovely.’ This is the sea-change, the moment when patriarchal approval is placed behind a woman dancing.”

The glamour of Babi, Aman and their contemporaries seems understated now in comparison with the rambunctious dances of 1980s-’90s leading ladies Sridevi and Madhuri Dixit. Gyrating hips, heaving bosoms and orgasmic gasps earlier allowed only for vamps were now being delivered by the central female character herself.

Soon, though, directors and writers faced a different challenge. If every seductive dance had to be performed by the heroine—since the industry’s Helens had gone extinct—they were compelled to incorporate an excuse for at least one such number in each screenplay while attempting to retain the character’s respectability as a heroine because many hypocritical taboos remained.

Dixit’s hottest, most iconic numbers illustrate this point. For instance, her Saraswati in *Beta* (1992) does not actually dance to “*Dhak Dhak*”; that number is a fantasy playing in the mind of Raju (Anil Kapoor). And Ganga in *Khalnayak* (1993) does “*Choli Ke Peechhe*” as an undercover police officer fighting for her “*Ram ki maryaada*” (the honour of Ram, the man who’d expressed his intention of marrying her moments earlier), a future wife’s duty thus trumping all concerns about a virtuous woman flashing flesh.

How many such contrivances could writers possibly think up? “That’s when they got the

idea of creating a separate slot for a dancing guest star,” explains Ahmed. “And so filmmakers started convincing young aspiring heroines to do seductive numbers, holding out the promise that in the next film they would get a bigger role.” This then is what has led to the emergence of a parade of ‘item’ specialists in the past decade. Next step: the ‘item’-isation of heroines. And then: the ‘item’ boys. *Vicky Donor*’s director, Shoojit Sircar, explains this last trend: “Earlier, women had reservations about expressing themselves, but now they openly talk about a man’s sexiness, which has made male actors realise they too can be sex objects.”

As analysts dissect the sociology of Bollywood dancing—from the objectification of women to the acknowledgement of the female gaze—scores of women travel to Mumbai every year hoping to catch the arc lights, often seeing ‘item’ numbers as their path to acting nirvana. Till date, though, no one has established herself as a heroine of import from the starting block of ‘item’-hood. Iranian-Swedish beauty Maryam Zakaria, for example, danced with Kareena to “*Dil Mera Muft Ka*” in *Agent Vinod* (2012) and was one of six heroines in 2013’s hit sex comedy *Grand Masti*. She is a trained Kathak and Kuchipudi dancer who used to run a Bollywood dance school in Stockholm. Five years since she moved to Mumbai, after a dozen Hindi, Telugu and Tamil film special appearances and a couple of acting roles, Zakaria is still not a recognisable name. She is now taking a break as she looks out for worthwhile film offers.

On the bright side, a single successful ‘item’ dance could translate into numerous private shows paying anywhere from ₹1 lakh to ₹10 lakh per gig depending on the extent of

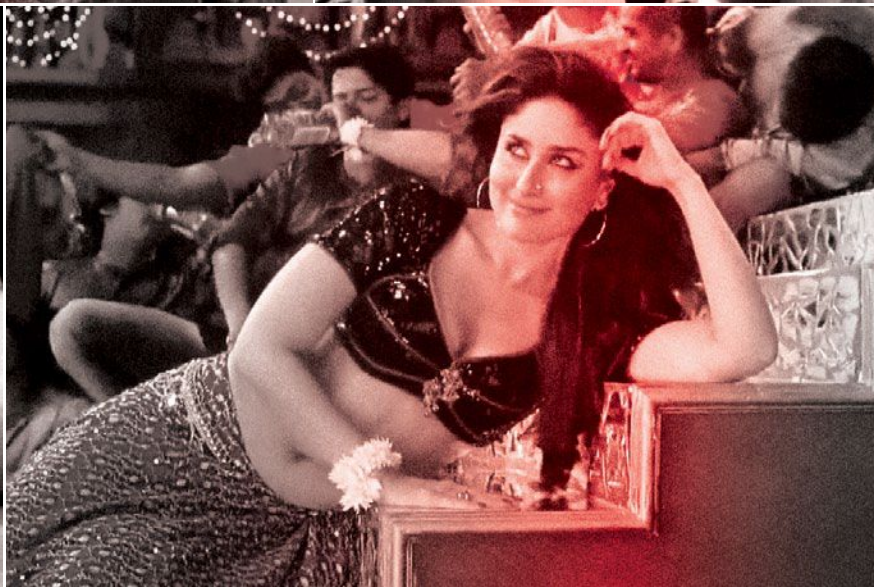
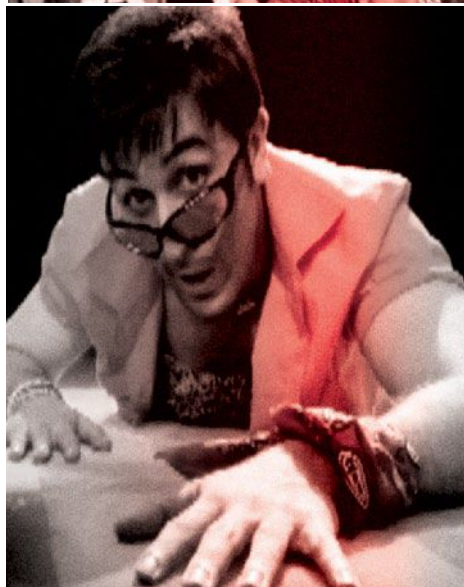
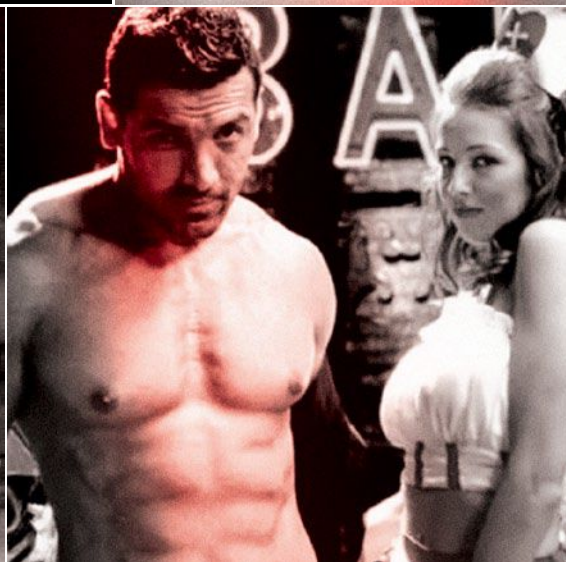
your prominence, with that figure running into a few crores for major stars. However, if you don’t have a Plan B, or if you aren’t already established in an alternative career, then you risk fading into oblivion pretty quickly. In addition to being a singer and former MTV veejay, Sophie Choudry has done a handful of ‘item’ numbers including “*Aala Re Aala*” from *Shootout At Wadala* (2013). “If an item song becomes popular, you gain a higher profile, popularity and you get more stage work,” she says. “Some girls have made a career out of item numbers and made a fortune doing so. But that does not work for everyone. With more and more leading heroines doing the big item numbers, it’s hard for other girls. You can’t depend solely on item songs to further your career.”

The recent Sonam Kapoor-starrer *Dolly Ki Doli* featured the song “*Fashion Khatam Mujhpe*” with Malaika Arora Khan whose filmography includes superhit ‘item’ numbers “*Chhaiyya Chhaiyya*”, “*Maahi Ve*”, “*Munni Badnaam Hui*” and “*Anarkali Disco Chali*.” A successful TV presenter and model before she entered films, Khan is that rare ‘item’ dancer who is a major star in her own right and who, going by her press interviews, was never interested in acting. For those who are, these lines of “*Yeh Mera Dil*”—one of Helen’s most memorable numbers—would be apt: “*Pal pal ek hulchul / Dil mein ek toofan hai / Aane ko hai voh manzil jiska mujhe armaan hai* (Every moment there is turmoil, a storm stirring in my heart / I am about to achieve that goal I desired).” After all, just as dance is the cornerstone of Bollywood, hope is the cornerstone that the world rests on. ■

THE GLAMOUR OF BABI, AMAN AND THEIR CONTEMPORARIES SEEMS UNDERSTATED NOW IN COMPARISON WITH THE RAMBUNCTIOUS DANCES OF 1980S-'90S LEADING LADIES SRIDEVI AND MADHURI DIXIT.



CLOCKWISE FROM RIGHT: Hrithik Roshan in *Krazzy 4*; John Abraham in "Rum Whisky" from *Vicky Donor*; Kareena Kapoor Khan in "Fevicol Se" from *Dabangg 2*; Ranbir Kapoor in "Tai Tai Phis" from *Chillar Party*; Sunny Leone in "Laila" from *Shootout At Wadala*; Maryam Zakaria and Kareena Kapoor Khan in "Dil Mera Muft Ka" from *Agent Vinod*. **OPPOSITE PAGE:** Malaika Arora Khan in "Munni Badnaam Hui" from *Dabangg*.



A full-page photograph of a man with dark hair and a serious expression, looking off to the side. He is wearing a dark blue shirt, a dark tie, and a brown tweed double-breasted suit jacket over a matching vest. He is standing on a balcony with a dark metal railing. The background is a blurred interior space.

MAXIM
FABULOUS
FASHION

SHARP SUIT UP

**EIGHT HOT-RIGHT-
NOW MENSWEAR
DESIGNERS**

CURATE A CURRENT
SEASON WARDROBE
REMINESCENT OF
BRIT ICONS
SHERLOCK HOLMES
AND DAVID BOWIE.
CHEERS TO AN
ASCENDANT STYLE
GAME THIS SEASON,
LADDIE.





SPRING WILL INJECT A DOSE OF COLOUR BY WAY OF UPBEAT BLUES, VIOLETS AND GREENS. YOU'LL ALSO WANT TO EMBRACE BOLD CLOTH PATCHES AND EXPERIMENT WITH EMBLEMS AND SPLATTERED PRINTS.

THIS PAGE

Leon wears: Suit by Arman Aiman (p.o.r.); shirt by 16Stitches ₹1,800; pocket square by Koovs ₹699; frames by Versace ₹15,600

Quentin wears: Suit by Huemn by Pranav Mishra and Shyma Shetty (p.o.r.); polo T-shirt by Koovs ₹1,300; brogues by Koovs ₹2,999; aviators by RayBan ₹14,999

OPPOSITE PAGE

Leon wears: Printed blazer by Manish Bansal (p.o.r.); shirt by 16Stitches ₹2,000

PREVIOUS SPREAD

Leon wears: Suit by Theorem by Nitin Chawla (p.o.r.); shirt by Koovs ₹999

Quentin wears: Double breasted suit by Theorem by Nitin Chawla (p.o.r.); shirt by 16Stitches ₹1,800; bowtie by Koovs ₹999; bag by Josh Goraya (p.o.r.)







THIS PAGE

Gulcin wears: Jacket by Debapriya Bezbaurah ₹6,500; dress by Koovs ₹1,600

Leon wears: Suit and shirt by Josh Goraya (p.o.r.); brogues by Breakbounce ₹5,000; pocket square by Shingora ₹995; frames, Emporio Armani, ₹14,500

Quentin wears: Suit and shirt by Josh Goraya (p.o.r.)



THIS PAGE

Leon wears: Suit and shirt by
Josh Goraya (p.o.r.)

Gulcin wears: Dress by
Koovs ₹1,600; sunglasses by
Ray Ban ₹10,000; watch by
Michael Kors (p.o.r.); cuff by
Forever 21 ₹699

OPPOSITE PAGE

Leon wears: Blazer by
Reboot by Anuj Bhutani
(p.o.r.); frames by Prada
₹13,500; tie by Koovs ₹999

IT'S ALL IN THE DETAILS.
GEOMETRIC PATTERNS LIKE
SQUARES AND MINIATURE, NATURE-
INSPIRED PRINTS WILL ADD PUNCH
TO YOUR SUIT POWER.





THIS PAGE

Quentin wears:
Printed suit by Suket Dhir (p.o.r.); shirt by 16Stitches ₹1,800; brogues by Breakbounce ₹5,000; frames by Prada ₹13,500

Leon wears: Double-breasted suit by Suket Dhir (p.o.r.); shirt by 16Stitches ₹1,800; brogues by Breakbounce ₹5,000; frames by Burberry ₹15,500

OPPOSITE PAGE

Quentin wears: Suit by Reboot by Anuj Bhutani (p.o.r.); linen shirt by 16Stitches ₹1,800; shoes by Breakbounce ₹5,000

STYLING
SANTU MISRA

HAIR & MAKE-UP
ANAND KAIRA
& SANTAWANA
VISHWAKARMA

**PHOTOGRAPHED
EXCLUSIVELY
FOR MAXIM AT
THE HERITAGE
TRANSPORT
MUSEUM, TAORU,
GURGAON**

MODELS: GULCIN, QUENTIN AND LEON (6TH AVENUE); PHOTOGRAPHY ASSISTANT: GIREESH; PRODUCTION: SURESH SHARMA;
SPECIAL THANKS TO TARUN THAKRAL (FOUNDER) & SHAMSHER SAHNI OF THE HERITAGE TRANSPORT MUSEUM





OUR READERS HAVE
VOTED!



Disclaimer: It's a Readers' Choice Award, the judgment is purely based on the number of votes cast in favour of each category. T+L's editorial board will declare the winner based on votes cast. The winners will be notified via e-mail or telephone and the winner's details will be published in the magazine.

INTERNATIONAL

- ▶ Best Country
- ▶ Best City
- ▶ Best Emerging Destination
- ▶ Best Heritage Destination
- ▶ Best Cruise
- ▶ Best New Hotel
- ▶ Best Business Hotel
- ▶ Best Heritage Hotel
- ▶ Best Luxury Resort
- ▶ Best Hotel Group
- ▶ Best Duty Free Shopping
- ▶ Best Amusement Park
- ▶ Best Airport
- ▶ Best Airline
- ▶ Best Destination Spa
- ▶ Best Honeymoon Destination
- ▶ Best Wedding Destination
- ▶ Best Family Destination
- ▶ Best Food Destination
- ▶ Best Hotel Loyalty Programme
- ▶ Best Golf Resort
- ▶ Best Airlines for Business Travellers

DOMESTIC

- ▶ Best State
- ▶ Best Emerging Destination
- ▶ Best Heritage Destination
- ▶ Best Cultural Destination
- ▶ Best Honeymoon Destination
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PURAB KOHLI

The *Shaadi Ke Side Effects* actor talks about living it up in the afterlife—it's just as well he can't take "neighbour" Deepika Padukone with him.

How would you like to go to the great beyond?

In my sleep, hopefully peacefully. The less the drama the better.

Now give us the Shekhar Kapur version.

Put on your *Mr. India* watch and disappear! You should probably get an approval from him.

What is your deathbed confession?

Well, some things are better off if they are left to die with you.

Will that take you to heaven or hell?

And why?

I don't think heaven or hell exist. You either come back or you disappear into thin air... *puff!* My confession would probably make me come back.

What's your last meal?

Rice, yellow *dal*, *gawar ki sabzi*, beetroot *bhaji* and a piece of fried fish. Some *ghee* on the *dal-chawal*.

While on Earth, what did you blow the most money on?

Travel and lots of holidays!

Name one thing you're glad you'll never have to do again once you're deceased.

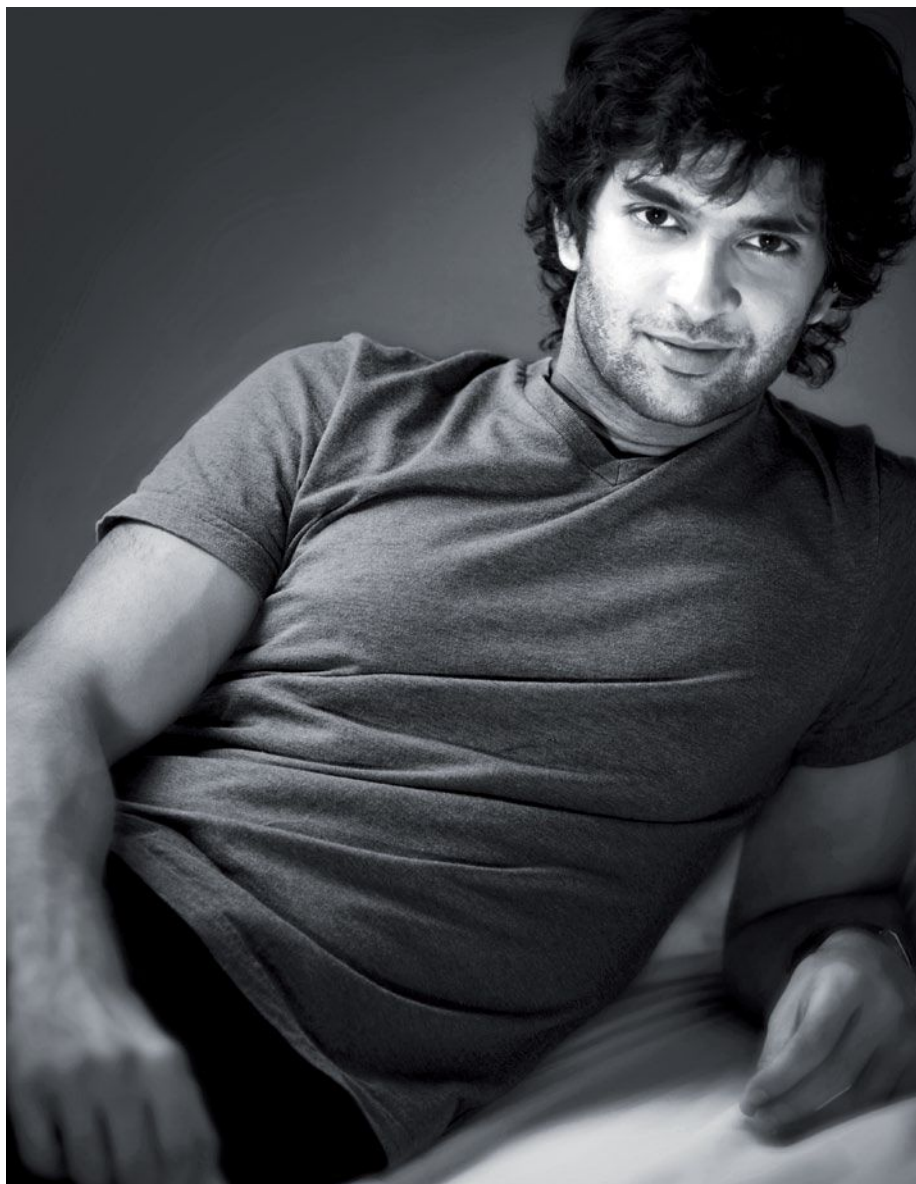
Answer questions about me dying! Not very comforting...

What book do you regret not finishing?

Kafka On The Shore by Haruki Murakami.

How would you spend your last day on Earth?

In the sea. I love the water and can be in it all day long.



If you could be anyone else, who would you be?

Bruce Lee. I think I regret not taking up martial arts seriously in my childhood.

Who would you spy on from the great beyond?

No one really, I'm sure I'll be busy living it up.

Was there anyone on Earth you wanted to punch in the face?

Oh, when you're in Bollywood there are lots of people you'd like to punch. Face, balls, guts... but we'd rather not say.

What's the wildest thing you ever did while you were alive?

Jumping out of an aeroplane, or even more

exciting was a bungee jump I did in Nepal. The gorge below was just something else. I remember thinking while I jumped off that bridge, "If this bungee snapped and I died I would die happy."

What is your biggest regret?

I already confessed—not learning a martial art as a child.

Any apologies before you're gone?

Nope, it's all good. See you on the other side!

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Make-up



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Make-up



Blush

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Enhancement



Face
Slimming



Smoothen
Skin



Teeth
Whitening



Skin
Whitening



Removes Oil



Fade
Dark Circle

